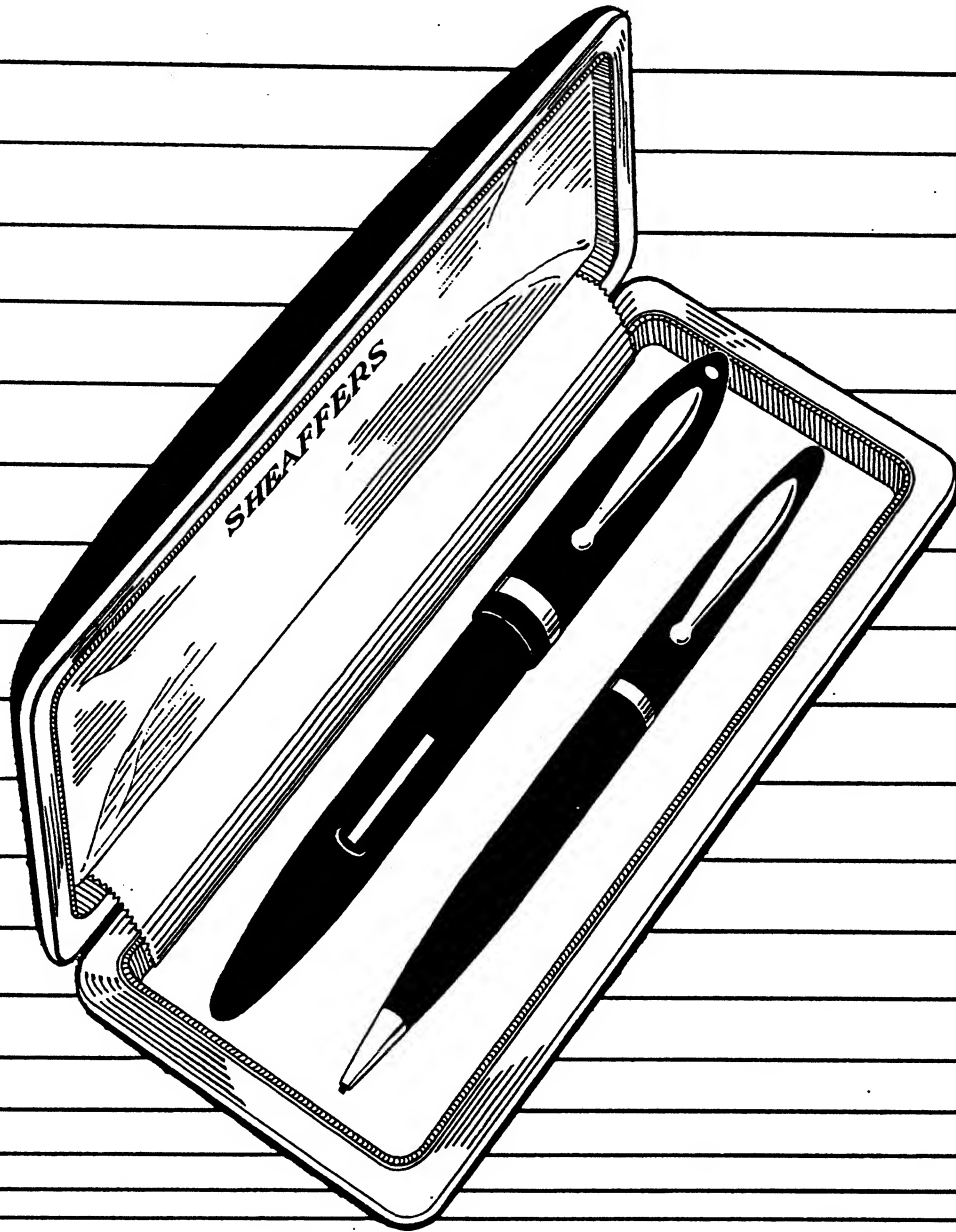


1937



SHEAFFER'S

Style . . . Beauty . . . Utility

THE SECRET OF PEN SALES SUCCESS

Sheaffer pens earn more profit per dollar invested and per square foot of floor space than any other merchandise — this has been the experience of a great many dealers. Yet in other stores, while the pen department earns excellent profit, it is not the peak profit department. Manufacturers and dealers share responsibility for this condition.

The manufacturer's duty is to make pens that are worth owning, to avoid bringing out features merely for the sake of novelty, to sponsor the store policies that really help dealers, and to adjust his goods to the pocketbook of the public, giving full value in each item for the price asked.

Sheaffer has always led in developing the worthwhile, SALES-MAKING features. These features are sales-making because they really contribute to better performance and greater writing comfort. Sheaffer leads in fostering protective policies, merchandising plans and salesperson-training methods that build sales and obtain for the dealer lasting good-will from the customer. Sheaffer leads in adjusting advertising to America's buying mood and in placing the strongest continuous full page, four-color SELLING advertising in the pen industry. And thus Sheaffer leads all other makes in dollar volume, and therefore in dealer profit, in the United States.

The whole profit winning plan is available to Sheaffer dealers on request —

it remains for the dealer to make use of it for himself.

Every item in this catalog is a proven sales success. Each one contains the desirable, sales-making features that gear it to its market and make it a sales success. Only in the Sheaffer line will you find identical values in both one-stroke LEVER and VACUUM types in ALL price ranges — each type the leader in its field. Only the Sheaffer will convey so much pride and pleasure of possession to the owner. Dealers who will whole-heartedly feature a full line of this merchandise, and team up their own sales efforts with the proven sales methods of Sheaffer, including the Merit System outlined in the book enclosed with this catalog, are bound to build good-will and attain peak profit in pens.

If you are enjoying such profit, stay with it, improve it! If you are not, have your Sheaffer representative show you the successful Sheaffer sales methods, or write the factory, and you will

For Sheaffer's is the finest of all for all who write. Only Sheaffer has all seven of the pen features most desired today, and the Lifetime pen, identified by the White Dot, because of its broad guarantee, is THE WORLD'S LOWEST COST PEN. For Sheaffer dealers and their salespeople this means the simplest sales story behind the finest product of its kind, insuring peak sales and profits.

NOTE: This catalog is dated August 1, 1937. All prices and specifications are, for obvious reasons, subject to change without notice.

Gold and Sterling -

Used in a Pen in a Practical Way

YBTL

P47T

BBTP

C47T

YBTC

In this new line of pens and pencils embodying precious metals, Sheaffer presents a triumph of fountain pen engineering.

For the first time, the richness of natural gold, or the beauty of sterling silver, is combined with the right writing "feel" in a fountain pen. The distinctive splendor of the precious metal shows when pen and pencil are in the pocket, but the comfort of radite where fingers touch is just as apparent when these pens and pencils are being used. The pen barrel where you grip it to write is the material that has been giving writing comfort and satisfaction for years.

For the first time in fountain pens and matching pencils, there is a flush fitting of the cap and barrel. This is true whether the cap is on or off. The gold and sterling designs have patrician simplicity - therefore extraordinary beauty.

Best of all, this new construction goes a long way toward overcoming the principal difficulty with metal pens of the past, which have been too readily susceptible to damage. First, the lower half of each instrument is made of virtually non-breakable material; secondly, the metal caps are not made by placing a thin metal sleeve on a rubber or pyroxylin base, but by placing the precious metal over a sturdy interior of metal.

**VISULATED
(LEVER STYLE) \$13.75**

- | | |
|------|----------------------------|
| 47T | SODRU |
| | Black Gold-Capped |
| P47T | SOFSE |
| | Gray Pearl Sterling-Capped |
| C47T | SOFRA |
| | Golden Brown Gold-Capped |

PENCILS \$6.00

- | | |
|------|----------------------------|
| YBTL | SODSY |
| | Black Gold-Capped |
| BBTP | SOFZO |
| | Gray Pearl Sterling-Capped |
| YBTC | SOFTI |
| | Golden Brown Gold-Capped |

For information on Ensembles,
see page 9.



47T

The DeLuxe Autograph Line

With wide 14k solid gold bands for facsimile signature engraving.



Joan Craig

Sheaffer's DeLuxe Autograph pens and pencils are rated as fine pieces of jewelry. Their clips, bands, points and pencil tips are 14K gold. When the owner's signature is placed on the wide band in facsimile engraving, the pen becomes a treasured lifetime possession that may be handed down to the next generation. These are the perfect gifts for those who wish the finest.

For price details on Autograph Pen and Pencil Ensembles in genuine leather presentation cases, see Page 9.



VISULATED (LEVER TYPE)

	\$20.00	
85T	BALFA	Black
75T	BALBO	Black

VISULATED (LADIES')—\$18.00		
735V	KAFYX	Black

VACUUM \$20.00		
85W	CADAB	Black
75W	CADEB	Black

VACUUM (LADIES')—\$18.00		
735WS	CADIB	Black

PENCILS TO MATCH

SLT5	BALNE	Black	\$15.00
LTC5	BALTO	Black	15.00
LVF5(Lady's)	BAPLI	Black	12.00

The following pens and pencils are identical with those illustrated on this page except that the trimmings are gold-filled with the exception of the solid gold 14K wide band for facsimile signature engraving.

VISULATED \$16.50		
76T	BABAB	Black

VACUUM \$16.50		
76W	BUDCA	Black

PENCIL TO MATCH

LTC6	BABUB	Black	\$8.50
------	-------	-------	--------

All Autograph pens retail at the prices shown, but are billed to the dealer at 50c less list, so that Sheaffer may share the cost of facsimile engraving on the wide gold band. The same is true of the pencils. Example: the 85T pen retails at \$20.00 but is billed to the dealer at \$19.50 less trade discount.

Don't fail to suggest Autographs as the finest obtainable for weddings, anniversaries, birthdays, and "gifts to the boss."



85T

SLT5

75W

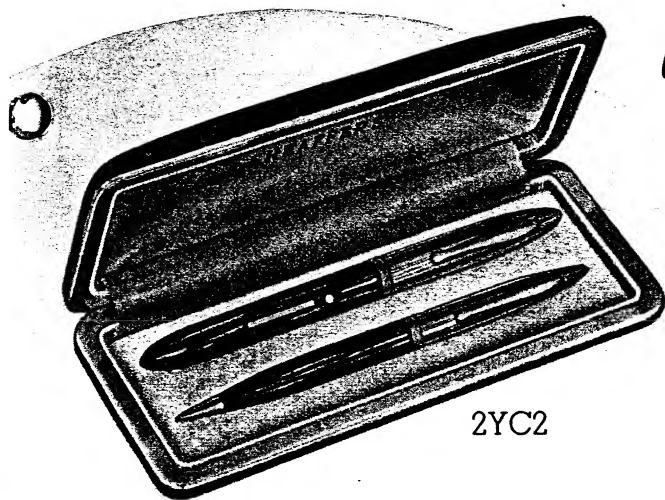
LTC5

735V

LVF5

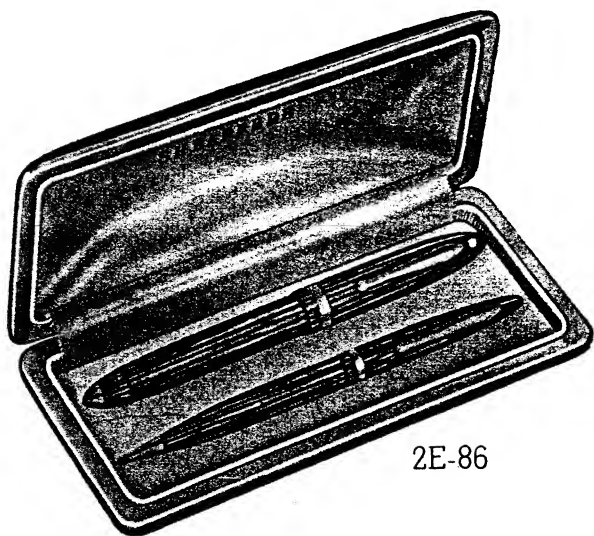
Presentation Ensembles

For Every Occasion



2YC2

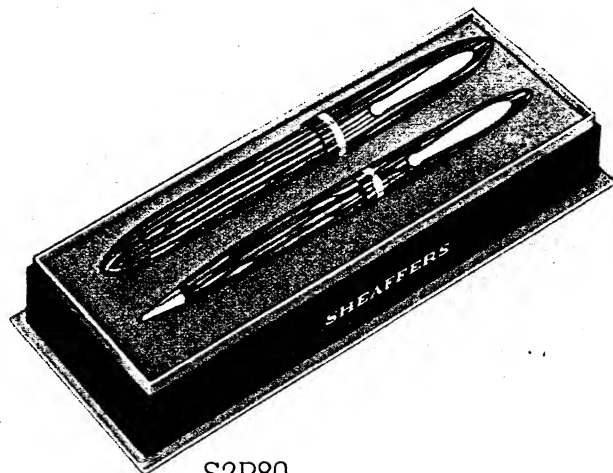
2YC2—This Gold Cap DeLuxe streamlined design utilizes the merchandise shown on Page 1. It is a striking Sheaffer innovation. This set combines the beauty of natural gold in the pocket with the right writing "feel" of Radite in the hand. Genuine leather case. Barrels come in either GOLDEN BROWN as shown, or in BLACK. For those desiring a silver motif, there is a Sterling Cap set, number 2BP2, with GREY PEARL barrel. All three models are \$19.75.



2E-86

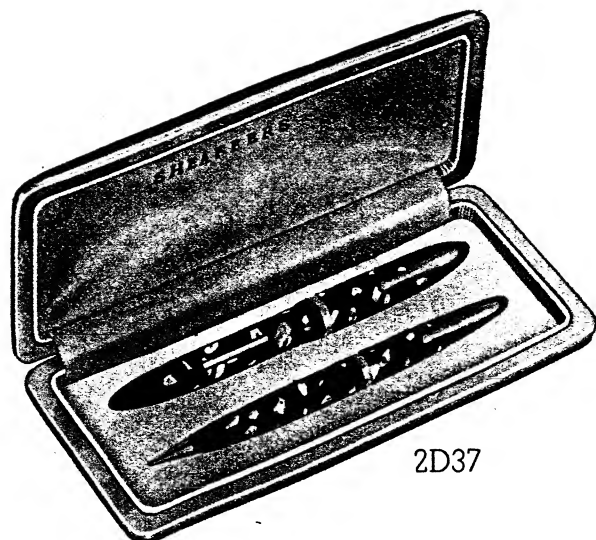
2E86—The new MARINE GREEN streamlined color design is shown here for the first time. Illustrated is a man's set at \$14.00, but the rich satin and gold presentation case is available with ensembles priced at \$8.50 to \$15.00.

2D37—Ebonized Pearl is one of the most popular color designs ever developed by Sheaffer. Illustrated is a lady's set in this color, priced at \$8.50. Other sets in this same satin and gold presentation case, for both men and women, are available from \$8.50 to \$15.00.



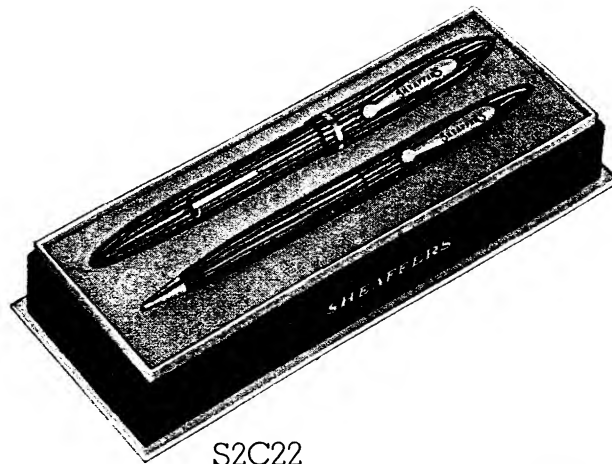
S2P80

S2P80—Ensembles are sold to the "personal use" market, as well as the gift market. This set is designed for trading up the sale to those customers where a saving is very important. A two-piece set purchased in this attractive presentation case affords the customer a saving of \$1.00 over the cost of pieces purchased separately. For example, set illustrated sells for \$8.00. Pen and pencil purchased separately would cost \$9.00. The price range is \$7.50 to \$14.00.



2D37

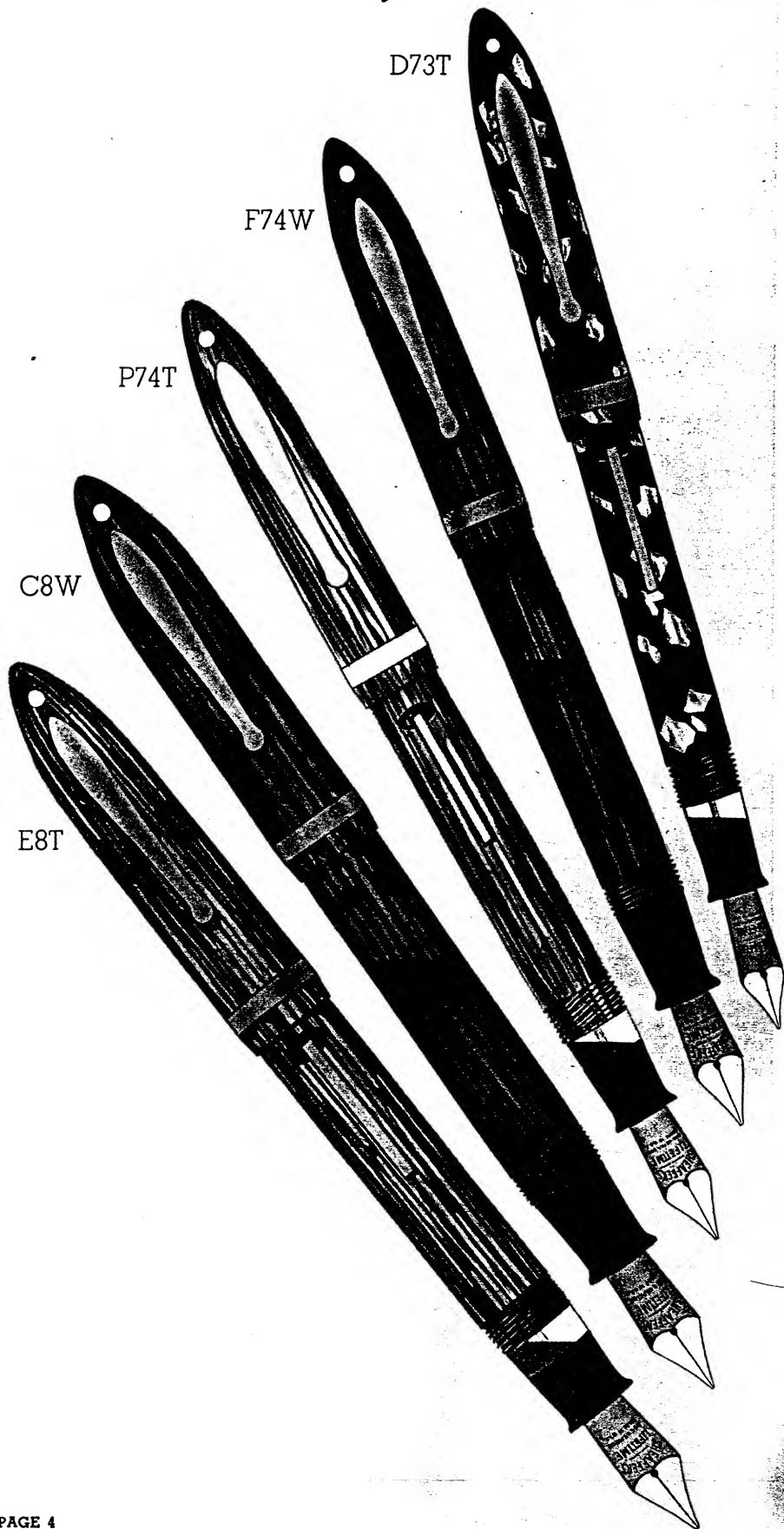
S2C22—Sheaffer's two-piece ensembles at \$3.95 and \$5.00 are exceptional values. These popular priced sets have a special appeal to the student trade and sell readily to those wanting a fine value for a small investment. Set illustrated is No. S2C22, GOLDEN BROWN, \$5.00.



S2C22

Lifetime Feathertouch Pens

The White Dot Identifies The Lifetime Pen



These are the famous Lifetime pens with the White Dot signaling the broadest guarantee in Pen-dom, and the platinum identifying the silk-smooth Feathertouch points. Identical values in either VISULATED or visible barrel type, both supreme in their fields, both filling, cleaning, emptying with only one stroke.

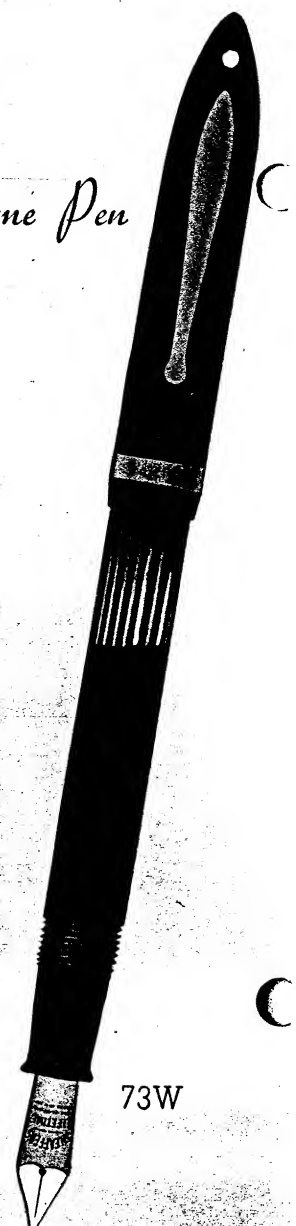
VACUUM \$8.75
(Slender Model)
73W Black DOBOG
P73W Gray Pearl RENLY
D73W Ebonized Pearl DOBYM
C73W Golden Brown KABOM
E73W Marine Green EGEVL
F73W Rose Glow KAGLU

VISULATED (LEVER STYLE) \$8.75
(Slender Model)
D73T Ebonized Pearl DOBIF
C73T Golden Brown KABJI
E73T Marine Green EBUTI
73T Black DOBAC
P73T Gray Pearl REPKA
F73T Rose Glow KAGIF

VACUUM \$10.00
(Standard Size)
F74W Rose Glow KAGMY
E74W Marine Green EBOVH
74W Black WADAB
P74W Gray Pearl RERGE
D74W Ebonized Pearl WADIB
C74W Golden Brown KABRI

VISULATED (LEVER STYLE) \$10.00
(Standard Size)
P74T Gray Pearl REVCU
E74T Marine Green EBIWG
74T Black BALDO
D74T Ebonized Pearl DABEB
C74T Golden Brown KABES
F74T Rose Glow KAGDE

VACUUM \$10.00
(Large Size)
C8W Golden Brown KABLA
D8W Ebonized Pearl WACIB
P8W Gray Pearl RESFI
E8W Marine Green EBEXF
8W Black WABUB
F8W Rose Glow KAGEP



73W

Illustrated on this page are the six distinctive colors in the 1937 line—Marine Green, Golden Brown, Gray Pearl, Rose Glow, Ebonized Pearl and Black. These colors run through the full Sheaffer line in all price ranges from \$2.75 and up. Use this page as your "color chart" when examining other pages in this book. For details of Ensembles using these pens, see Pages 9 and 10.

VISULATED (LEVER STYLE) \$10.00
(Large Size)

E8T	EBAZD	P8T	REZ
C8T	KABAV	D8T	DAE
8T	BALAP	F8T	ROSE

The First Lady



These are the pens most preferred for feminine use. "First Lady" Sheaffer's are particularly designed with plenty of eye appeal for ladies' use. Just the right size for clipping to the inner pocket of Milady's hand-bag. Note the slender shape, the graceful streamlined tapered design, and the perfect proportion which each part of the pen bears to the whole. For details on "First Lady" ensembles, see Pages 9 and 10. Identical values in VISULATED or visible barrel types.

VISULATED (LEVER STYLE) \$8.75 LIFETIME

C73V	KABKO	Golden Brown
P73V	REMPU	Gray Pearl
D73V	LADBY	Ebonized Pearl
E73V	ECASK	Marine Green
73V	LADAB	Black
F73V	KAGRI	Rose Glow

VACUUM \$8.75 LIFETIME

E73WS	ECERL	Marine Green
73WS	LADDI	Black
P73WS	RELRO	Gray Pearl
D73WS	LADFO	Ebonized Pearl
C73WS	KABIN	Golden Brown
F73WS	KAHVA	Rose Glow

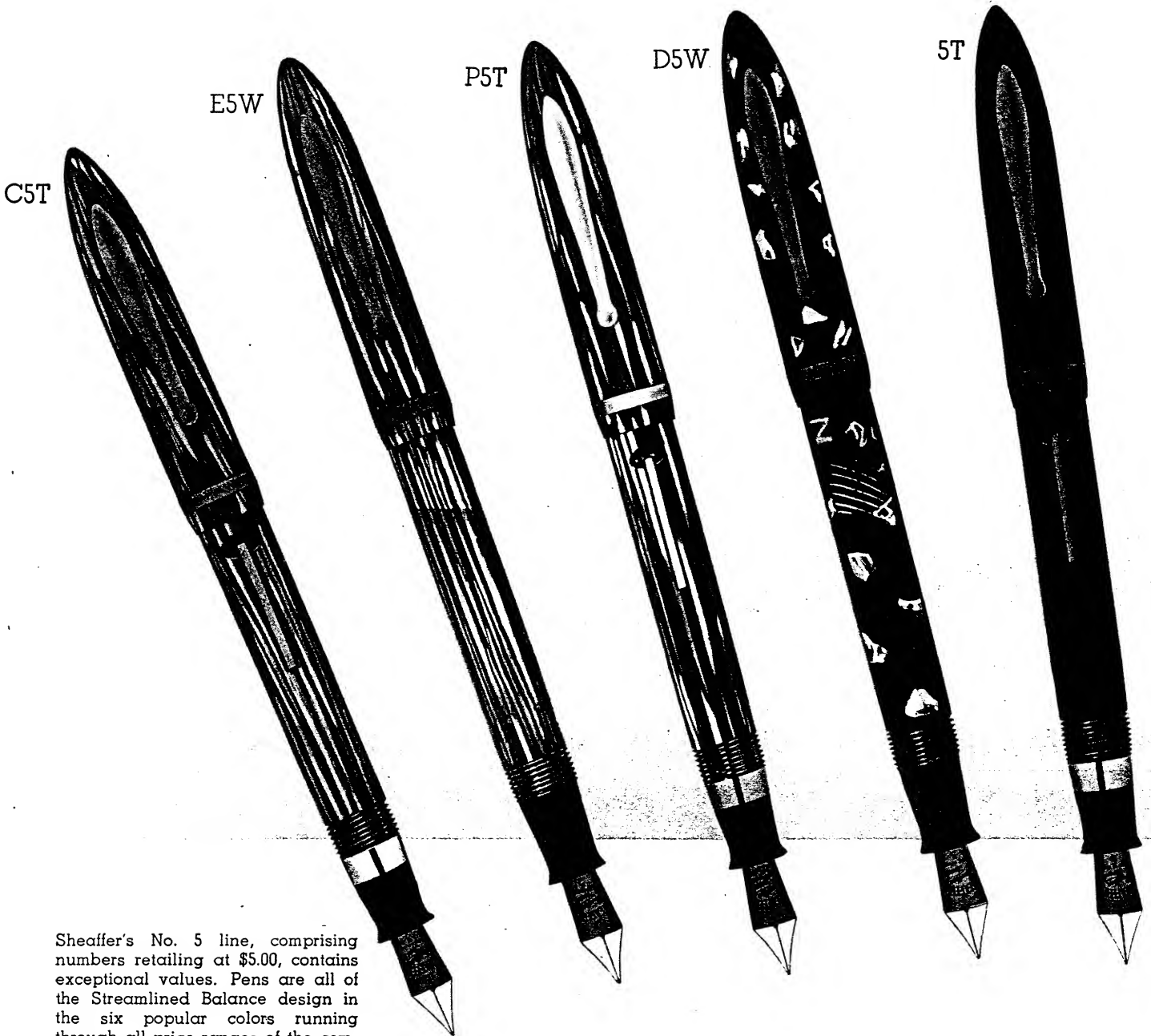
VISULATED (LEVER STYLE) \$5.00 FEATHERTOUCH

53V	LADGU	Black
P53V	REFSA	Gray Pearl
D53V	LADHA	Ebonized Pearl
C53V	KACIT	Golden Brown
E53V	ECIPM	Marine Green
F53V	KAHEV	Rose Glow

VACUUM \$5.00 FEATHERTOUCH

D53WS	LADLO	Ebonized Pearl
53WS	LADJE	Black
P53WS	REDTY	Gray Pearl
C53WS	KACOC	Golden Brown
E53WS	ECONR	Marine Green
F53WS	KAHYP	Rose Glow

Streamlined Balance Feathertouch



Sheaffer's No. 5 line, comprising numbers retailing at \$5.00, contains exceptional values. Pens are all of the Streamlined Balance design in the six popular colors running through all price ranges of the complete Sheaffer line. Points are of the famous Feathertouch style with platinum in the channel for perfect flow control and two-way writing. Identical values in either VISULATED lever type or Vacuum type, each type supreme in its field. For information on ensembles using these pens, see Pages 9 and 10.

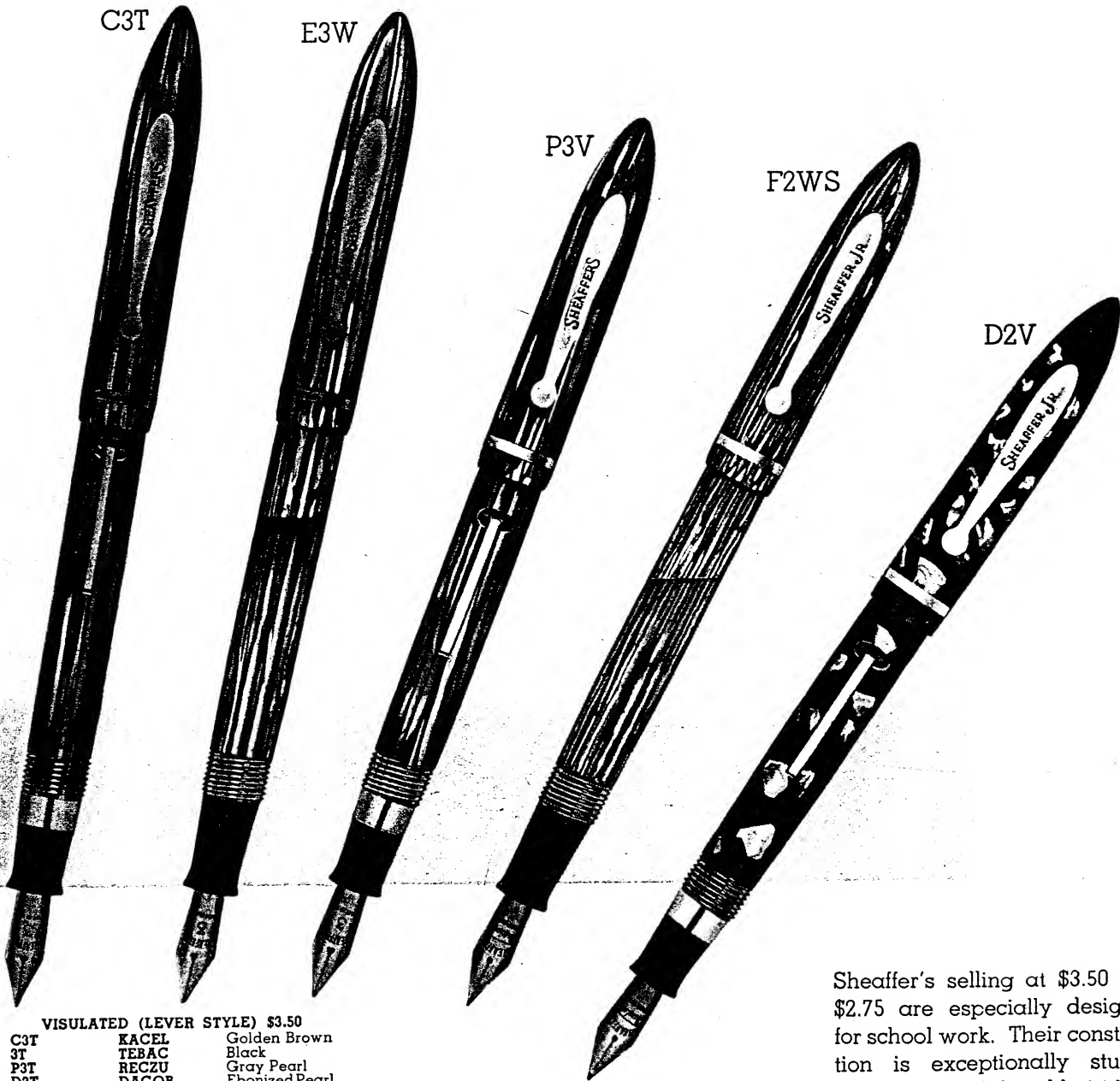
VISULATED (LEVER STYLE) \$5.00

C5T	KACEF	Golden Brown
P5T	REKMI	Gray Pearl
5T	FIBAC	Black
D5T	DACAB	Ebonized Pearl
E5T	ECUMS	Marine Green
F5T	KAHPE	Rose Glow

VACUUM \$5.00

E5W	EDALP	Marine Green
D5W	WACYB	Ebonized Pearl
C5W	KACUR	Golden Brown
5W	WABAB	Black
P5W	REGNE	Gray Pearl
F5W	KAHTO	Rose Glow

Balance and Junior Pens

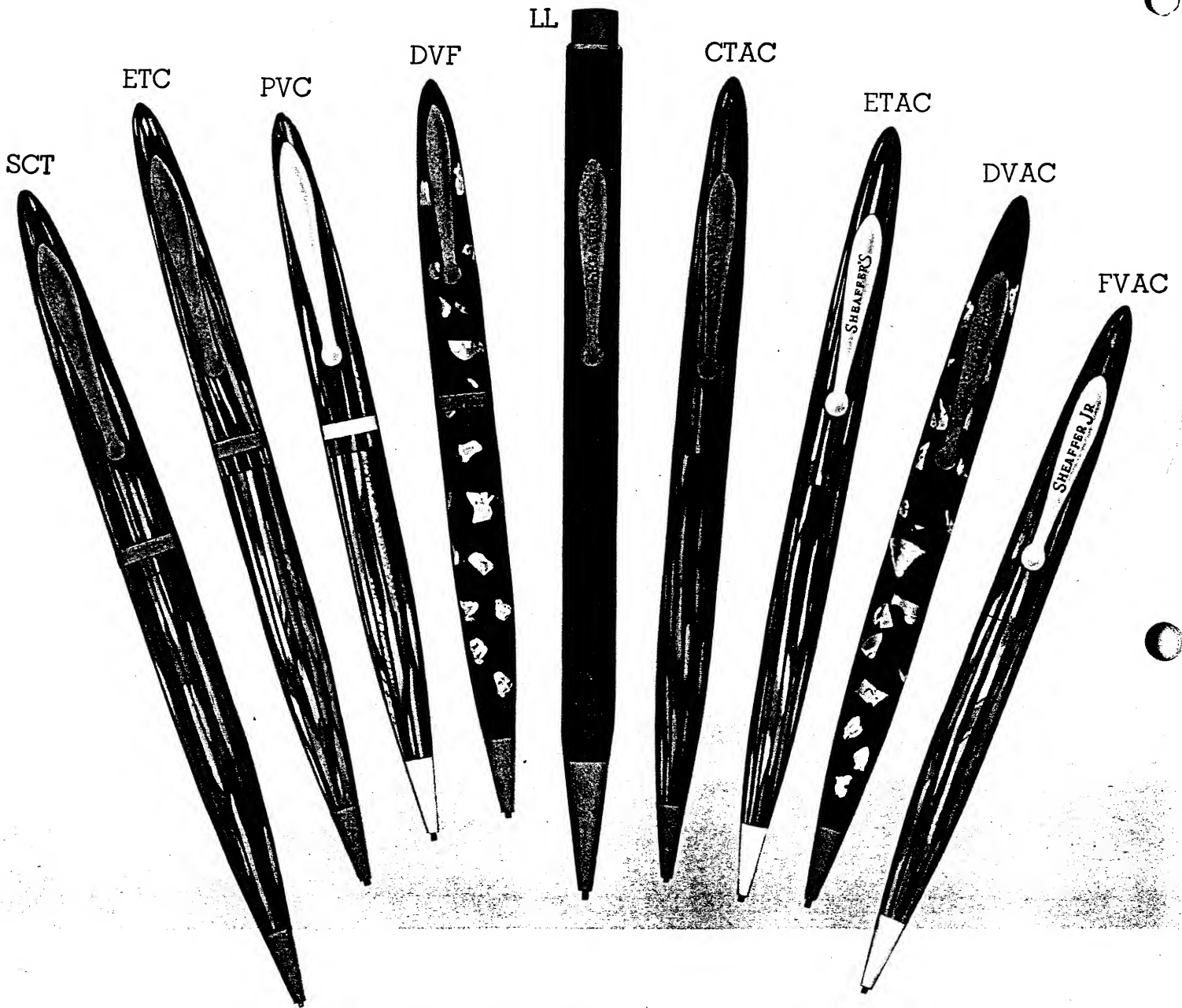


VISULATED (LEVER STYLE) \$3.50		
C3T	KACEL	Golden Brown
3T	TEBAC	Black
P3T	RECZU	Gray Pearl
D3T	DACOB	Ebonized Pearl
E3T	EDEKN	Marine Green
F3T	KAHUN	Rose Glow
VISULATED (LEVER STYLE) \$3.50		
P3V	REBVO	Gray Pearl
D3V	DACUB	Ebonized Pearl
C3V	KADAT	Golden Brown
E3V	EDOGX	Marine Green
3V	TEMUP	Black
F3V	KAISC	Rose Glow
VACUUM \$3.50		
E3W	EDIHT	Marine Green
3W	WUKIB	Black
P3W	RIVGI	Gray Pearl
D3W	WUKOB	Ebonized Pearl
C3W	KADED	Golden Brown
F3W	KAKIC	Rose Glow

VISULATED (LEVER STYLE) \$2.75		
D2V	JATOK	Ebonized Pearl
2V	TECAP	Black
A2V	TROBE	Gray Pearl
F2V	JATUL	Rose Glow
VACUUM \$2.75		
F2WS	JAVIR	Rose Glow
2WS	JATYM	Black
A2WS	JAVAN	Gray Pearl
D2WS	JAVEP	Ebonized Pearl

Sheaffer's selling at \$3.50 and \$2.75 are especially designed for school work. Their construction is exceptionally sturdy. Points are solid gold, iridium tipped. Full Streamlined Balance design to eliminate hand fatigue. Identical values in VISULATED lever style or visible barrel models. For information on ensembles, see Page 11.

Propel-Repel-Expel Pencils to Match

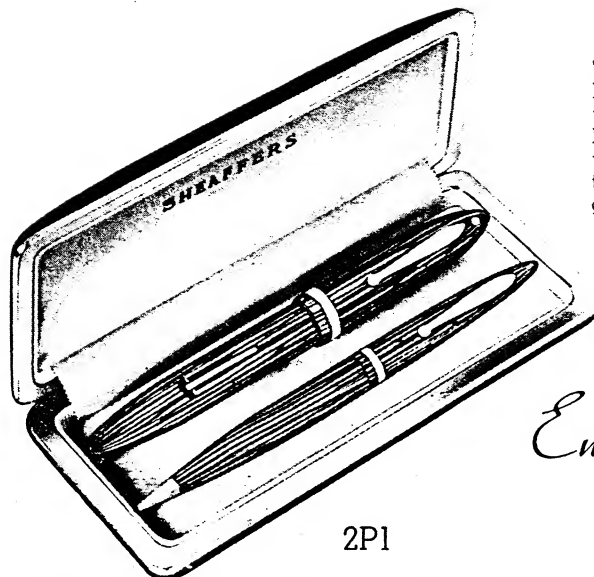


BLACK	MARINE GREEN	GOLDEN BROWN	GRAY PEARL	EBONIZED PEARL	ROSE GLOW	PRICE
SLT-BALAK	SET-EFADC	SCT-KADIS	SPT-RITKE	SDT-DADAB	SFT-KAKAV	\$5.00
LTC-BALCO	ETC-EFECF	CTC-KADUB	PTC-RISLA	DTC-DADEB	FTC-KAKOS	4.00
LVC-LVECE	EVC-EFIBG	CVC-KADYG	PVC-RIRMY	DVC-DADIB	FVC-KAKMU	3.50
LVF-LADMU	EVF-EFOZH	CVF-KAFAR	PVF-RIPNU	DVF-LADNA	FVF-KAKYL	3.50
LTAC-PIBCA	ETAC-EFUXJ	CTAC-KAFES	PTAC-RINRO	DTAC-DADUB	FTAC-KAMAB	3.00
LVAC-POBUZ	EVAC-EGAWK	CVAC-KAFIT	PVAC-RIMSI	DVAC-DADYB	FVAC-KAMEC	2.50
*LVAX-JAVOS			*AVAX-JAVUT	*DVAX-JAVYV	*FVAX-JAXAW	2.00
LL-JASOX Black Radite 4-inch Lead						1.00

*Chrome Trim

For every Sheaffer pen there is a pencil to match. The price range is from \$2.00 to \$5.00, and whenever a pencil is sold together with a pen, an attractive ensemble presentation case is provided for the matched set — see Pages 9, 10 and 11. In addition there is the sturdy Sheaffer Utility pencil at \$1.00. All Sheaffer pencils are famous for their propel-repel-expel mechanisms in which the finest materials are used. The construction is exceptionally sturdy and is entirely without the use of solder. They are built to last a lifetime.

DeLuxe



The price range of ensembles on this page is \$8.50 to \$35.00. With gold or sterling cap sets, and with Autograph sets, the presentation case is covered with genuine leather.

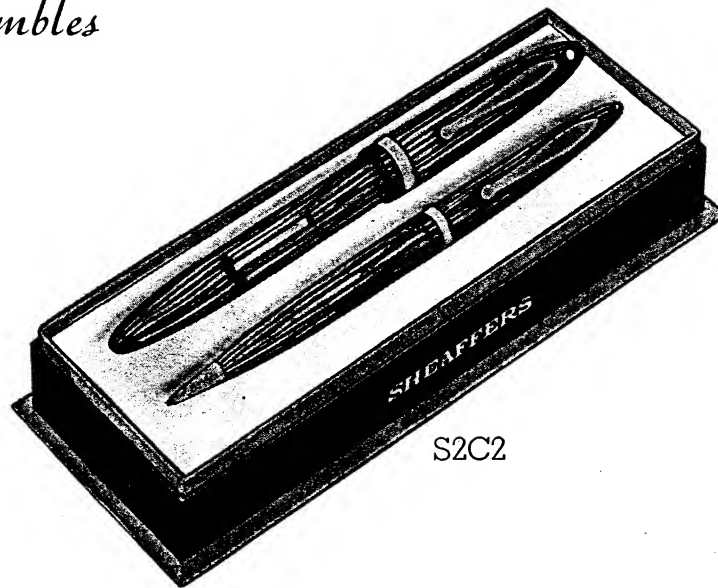
On this page you will find codes, symbol numbers and prices for all Sheaffer DeLuxe Ensembles with which this beautiful presentation case of satin and gold, or satin and chrome, is furnished. The box is gold trimmed to match gold trimmed sets; chrome trimmed to match chrome trimmed sets.

Ensemble Sets

2P1

PEN	PENCIL	BLACK	MARINE GREEN	GOLDEN BROWN	GRAY PEARL	EBONIZED PEARL	ROSE GLOW	SET PRICE
<i>DeLuxe Autograph Visulated</i>								
85T	SLT5	2L91—TALVO						\$35.00
75T	LTC5	2L92—TALVY						35.00
<i>DeLuxe Autograph Vacuum</i>								
85W	SLT5	2L97—TAMYO						35.00
75W	LTC5	2L98—TAMVU						35.00
<i>First Lady DeLuxe Autograph Visulated</i>								
735V	LVF5	2L94—KAFUZ						30.00
<i>First Lady DeLuxe Autograph Vacuum</i>								
735WS	LVF5	2L99—TAMVY						30.00
<i>Autograph Visulated</i>								
76T	LTC6	2L12—TALSI						25.00
<i>Autograph Vacuum</i>								
76W	LTC6	2L14—BUDFO						25.00
<i>Gold Cap DeLuxe Lifetime Visulated</i>								
47T	YBT-L	2YL2—SODPO						19.75
C47T	YBT-C			2YC2—SOFMU				19.75
<i>Sterling Cap DeLuxe Lifetime Visulated</i>								
P47T	BBT-P				2BP2—SOFYG			19.75
<i>Lifetime Visulated</i>								
PEN	PENCIL	BLACK	MARINE GREEN	GOLDEN BROWN	GRAY PEARL	EBONIZED PEARL	ROSE GLOW	SET PRICE
8T	SLT	2L1—LABAB	2E1—EHOTV	2C1—KAMBU	2P1—RIKVA	2D1—DALUB	2F1—KAPLE	\$15.00
74T	LTC	2L2—LABEB	2E2—EHULW	2C2—KAMYR	2P2—RIGZY	2D2—DALYB	2F2—KAPLI	14.00
74V	LVC	2L3—LABIB	2E3—EKAKX	2C3—KALDA	2P3—RIFBU	2D3—DAMAB	2F3—KASCA	12.25
<i>Lifetime Vacuum</i>								
8W	SLT	2L81—WUBUB	2E81—EKEHZ	2C81—KALFA	2P81—RIDCO	2D81—WUGAB	2F81—KASAC	15.00
74W	LTC	2L86—WUMYB	2E86—EKIGD	2C86—KALAS	2P86—RICKI	2D86—WUPEB	2F86—KASIC	14.00
<i>Thin Model Lifetime Visulated</i>								
73T	LTC	2L8—DOCAN	2E8—EKOFB	2C8—KALOV	2P8—RIBDE	2D8—DOCIR	2F8—KASUC	12.75
<i>Thin Model Lifetime Vacuum</i>								
73W	LTC	2L76—DODAB	2E76—EKUDF	2C76—KALEB	2P76—RUBIM	2D76—DODID	2F76—KASID	12.75
<i>First Lady Lifetime Visulated</i>								
73V	LVF	2L7—LADCA	2E7—ELACG	2C7—KALIC	2P7—RUCON	2D7—LADEB	2F7—KASRE	12.25
<i>First Lady Lifetime Vacuum</i>								
73WS	LVF	2L87—LADAG	2E87—ELEBH	2C87—KALUD	2P87—RUDUP	2D87—LADEH	2F87—KASIF	12.25
<i>Sheaffer Feathertouch Visulated</i>								
5T	LTC	2L32—MSEZE	2E32—EMASV	2C32—KALAF	2P32—RUFYR	2D32—DAMYB	2F32—KASCI	9.00
5T	LVC	2L31—MVIDE	2E31—ELUTR	2C31—KALEF	2P31—RUGAS	2D31—MVIPE	2F31—KASRI	8.50
<i>Sheaffer Feathertouch Vacuum</i>								
5W	LTC	2L80—MVYDE	2E80—EMERM	2C80—KALAG	2P80—RUKET	2D80—MVEFE	2F80—KASAR	9.00
5W	LVC	2L84—WUDEB	2E84—EMIMX	2C84—KALEG	2P84—RULIV	2D84—WUGOB	2F84—KASOE	8.50
<i>First Lady Visulated</i>								
53V	LVF	2L37—LADPE	2E37—ELIWK	2C37—KALIN	2P37—RUMOZ	2D37—LADQI	2F37—KASYR	8.50
<i>First Lady Vacuum</i>								
53WS	LVF	2L88—LADUI	2E88—ELOVL	2C88—KALCO	2P88—RUNUB	2D88—LADVO	2F88—KAVFE	8.50

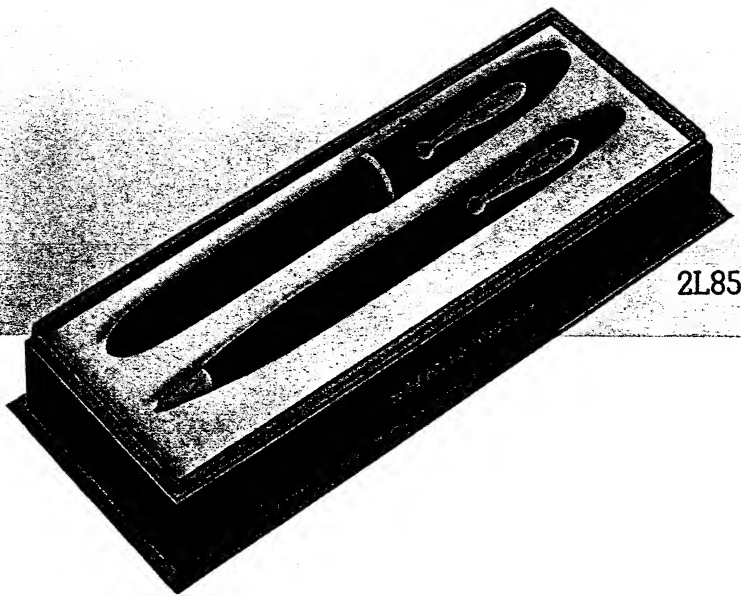
Ensembles



Sheaffer Ensembles are packed in this presentation case particularly for customers where a saving is very important. Two-piece sets purchased in this box afford the customer a saving of \$1.00 over the cost of pieces purchased separately. These Ensembles are particularly designed for the "personal use" market.

PEN	PENCIL	BLACK	MARINE GREEN	GOLDEN BROWN	GRAY PEARL	EBONIZED PEARL	ROSE GLOW	SET PRICE
<i>Lifetime Visulated (Lever Style)</i>								
8T	SLT	S2L1—JABAB	S2E1—EMONZ	S2C1—JABOF	S2P1—RUVOK	S2D1—JABID	S2F1—JABUG	\$14.00
74T	LTC	S2L2—JABYH	S2E2—EMUKN	S2C2—JACIM	S2P2—RUZUL	S2D2—JACEL	S2F2—JACON	13.00
<i>Lifetime Vacuum</i>								
8W	SLT	S2L81—JADOW	S2E81—ENEGH	S2C81—JAFAZ	S2P81—RYKAF	S2D81—JADYZ	S2F81—JAFEX	14.00
74W	LTC	S2L86—JAFIB	S2E86—ENIHK	S2C86—JAFYF	S2P86—RYLIR	S2D86—JAFUD	S2F86—JAGAG	13.00
<i>Slender Model Lifetime Visulated (Lever Style)</i>								
73T	LTC	S2L8—JAGIH	S2E8—ENODL	S2C8—JAGEM	S2P8—RYMEG	S2D8—JAGUL	S2F8—JAGYN	11.75
<i>Slender Model Lifetime Vacuum</i>								
73W	LTC	S2L76—JAHAP	S2E76—ENUFM	S2C76—JAHOT	S2P76—RYNOS	S2D76—JAHIS	S2F76—JAHUV	11.75
<i>First Lady Lifetime Visulated (Lever Style)</i>								
73V	LVF	S2L7—JAHYW	S2E7—EPABN	S2C7—JAKIV	S2P7—RYPIL	S2D7—JAKEZ	S2F7—JAKOB	11.25
<i>First Lady Lifetime Vacuum</i>								
73WS	LVF	S2L87—JAKUC	S2E87—EPECF	S2C87—JALEG	S2P87—RYRUT	S2D87—JALAF	S2F87—JALIG	11.25
<i>Sheaffer Feathertouch Visulated (Lever Style)</i>								
5T	LTC	S2L32—JALOH	S2E32—ERATZ	S2C32—JAMAM	S2P32—RYSOM	S2D32—JALYL	S2F32—JAMEN	8.00
5T	LVC	S2L31—JAMIP	S2E31—EPUNG	S2C31—JAMYT	S2P31—RYTYV	S2D31—JAMUS	S2F31—JANAV	7.50
<i>Sheaffer Feathertouch Vacuum</i>								
5W	LTC	S2L80—JANEW	S2E80—EREWY	S2C80—JANUR	S2P80—RYVUN	S2D80—JANOZ	S2F80—JANYB	8.00
5W	LVC	S2L84—JAPAC	S2E84—ERIXS	S2C84—JAPOG	S2P84—RYZAZ	S2D84—JAPIF	S2F84—JAPUH	7.50
<i>First Lady Visulated (Lever Style)</i>								
53V	LVF	S2L37—JAPYK	S2E37—EPIZP	S2C37—JARIN	S2P37—RYBYB	S2D37—JAREM	S2F37—JAROP	7.50
<i>First Lady Vacuum</i>								
53WS	LVF	S2L88—JARUS	S2E88—EPOBR	S2C88—JASEV	S2P88—RYCED	S2D88—JASAT	S2F88—JASIW	7.50

Sheaffer's line of \$5.00 matched pen and pencil Ensembles are outstanding values. In the long length the pen retails at \$3.50, pencil at \$3.00, making the value of the pieces purchased separately \$6.50. There is, therefore, a fine saving to your customer buying the complete set at \$5.00. In the "V" size, the pen is \$3.50 purchased alone; the pencil \$2.50.



2L85

Balance and Junior Ensembles

PEN	PENCIL	BLACK	MARINE GREEN	GOLDEN BROWN	GRAY PEARL	EBONIZED PEARL	ROSE GLOW	SET PRICE
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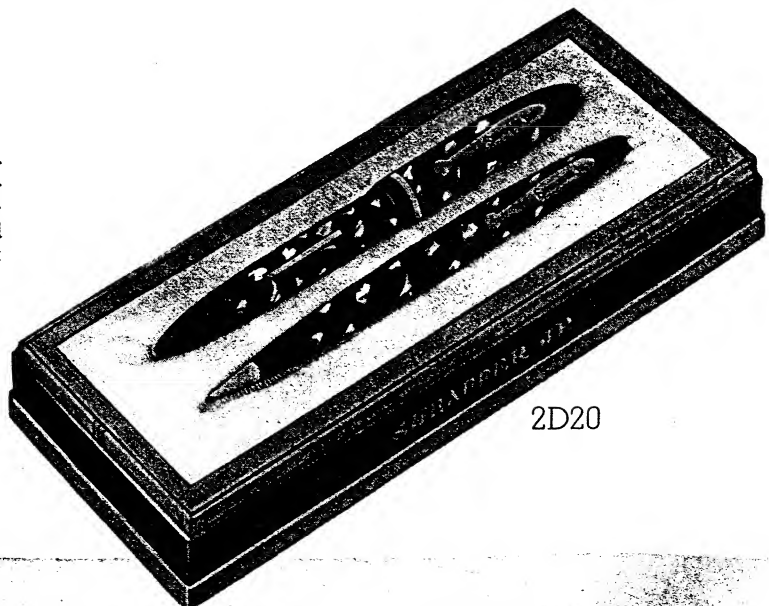
Sheaffer Visulated (Lever Style)

3T	LTAC	2L22—THAZY	2E22—EGOSM	2C22—KALDI	2P22—RUPYC	2D22—DALEB	2F22—KAVLO	\$5.00
3V	LVAC	2L23—LABAT	2E23—EGURN	2C23—KALRI	2P23—RURAD	2D23—DALIB	2F23—KEFGA	5.00

Sheaffer Vacuum

3W	LVAC	2L85—WUKAB	2E85—EHAPR	2C85—KALUL	2P85—RUTIG	2D85—WUKEB	2F85—KEFED	5.00
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Sheaffer's Junior sets are fully streamlined for balance. The pen sells separately regularly for \$2.75; the pencil for \$2.00. Thus the customer gets a \$4.75 value for \$3.95, the recommended retail price. (Note: Sets are billed to dealer at standard discount off \$4.10 list.)



2D20

PEN	PENCIL	BLACK	GRAY PEARL	EBONIZED PEARL	ROSE GLOW	SET PRICE
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Sheaffer Jr. Chromium Trimmed Visulated (Lever Style)

2V	LVAX	2L20—THARO	2A20—TROCE	2D20—JAXEZ	2F20—JAXIB	\$3.95
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Sheaffer Jr. Chromium Trimmed Vacuum

2WS	LVAX	2L70—JAXOC	2A70—JAXUD	2D70—JAXYF	2F70—VOPRU	3.95
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Skrip

THE SUCCESSOR TO INK

Recommend SKRIP, Successor-to-Ink, for all fountain pen and general use. It takes six gallons of fluid to make one gallon of SKRIP at much greater cost than ordinary writing fluid. By distillation, all chances of molding and sediment formation is eliminated and permanency is increased, making it the finest and most satisfactory writing fluid produced. SKRIP keeps both steel pens and fountain pens in better condition.



2 OZ. 15c



4 OZ. 25c



PINT 85c
QUART \$1.25



GALLON \$4.80

SAVE about **1/3**

Colors:

- There are two kinds of SKRIP, Permanent and Washable. Both types are plainly labeled. SKRIP in permanent colors for all business records comes in Blue-Black, Royal Blue, Jet Black and Red. SKRIP in washable colors for school and home (washes easily from clothing, linens, rugs, and furniture) comes in Black, Blue, Green, Purple and Brown.

- Permanent Red SKRIP is the only permanent, sediment-free red writing fluid produced. Point out to your customers that records of which one-half are permanent and the other half not, are not satisfactory. SKRIP will make them 100% permanent. It flows freely, dries quickly, spreads evenly and does not clog.

- SKRIP is designed primarily for perfect writing satisfaction under all conditions. No property, however desirable, has been achieved at the expense of other properties equally desirable. It is a perfect combination of all the properties needed for complete writing satisfaction.

LIST PRICES

2 oz. (All colors).....	\$ 2.00 per doz.
4 oz. (All colors).....	3.25 per doz.
9 1/2 oz. (All colors).....	6.00 per doz.
Pints	10.20 per doz.
Pints (Red, Green and Purple).....	12.00 per doz.
Quarts	15.00 per doz.
Quarts (Red, Green and Purple).....	18.00 per doz.

Above prices are subject to trade discount to established retailers. For detailed information and shipping weights, suggested retail prices and gallon prices see back of enclosed order blank.

SKRIP in the large desk and family size SKRIP-WELL offers today's writing fluid bargain for home, school and office. This size saves over 30% by comparison with buying the 2-ounce size at 15c. Stock and recommend this size to your customers. SKRIP in the 2-ounce, 4-ounce and 9 1/2-ounce sizes is available in the greatest writing fluid bottle improvement of all times—the SKRIP-WELL. The SKRIP-WELL uses the last drop, makes fountain pen filling easier, eliminates the inkwell for steel pen dipping, and keeps fingers clean.

Para-Lastik

FOR PASTING PAPER OR OTHER FLEXIBLE MATERIALS

- No. 77 PINT \$.85
- No. 87 QUART 1.25
- No. 97 GALLON 4.50



- No. 27.....15c
- No. 47.....25c



PARA-LASTIK is the new way to paste. This marvelous adhesive pastes paper to anything—wood, leather, tile, glass, cloth. It will stick two sheets of the thinnest tissue paper WITHOUT CURL OR WRINKLE. It is non-inflammable—water-proof—transparent—and paper pasted with it may be removed, with care, later.

A simple demonstration will sell PARA-LASTIK for you. Demonstrate the no-curl, no-wrinkle feature. Show the customer how any surplus squeezed out around the edges of the paper being pasted can be rubbed off cleanly by the finger tips.

Products with properties similar to PARA-LASTIK have been used by artists and layout men for years. Now, Sheaffer offers a superior paper cement for all home and office use.

LIST PRICES

- No. 27 Tube, regular\$2.00 per doz.
- No. 47 Tube, with Evermoist fountain brush as illustrated.....\$3.25 per doz.
- No. 77 Pint, in crockery jug, brush and hollow cork as illustrated..\$10.20 per doz.
- No. 87 Quart, in crockery jug, brush and hollow cork as illustrated..\$15.00 per doz.
- No. 97 Gallon, in crockery jug\$4.50 per gal.



- No. 63 Liquid Paste 35c
- No. 61 Mucilage 35c

School Paste

Here is a white, smooth paste ideal for school use. Sticks tightly when spread thin. Does not stain. Displayed on your counter will sell readily to school children. Slightly heavier than liquid paste. Furnished in 10c tubes, quart jars at \$1.25 and gallon jugs at \$4.50.

Skrip-Grip

SKRIP-GRIP Liquid Paste resists drying out. The smart packages in which it is furnished help to sell it. The 35c Office Jar is particularly designed for desk use. Within the jar is a spreader of special design. The quart size is squat in shape for desk use with a large opening for easy accessibility of the contents.

SKRIP-GRIP Mucilage is particularly delightful to use. It has no unpleasant odor and paper fastened with it is really STUCK! The packages are a credit to any writing desk or office.

LIST PRICES

- No. 63 6 oz. Liquid Paste, Office Jar, Interior brush and shield.....\$4.85 per doz.
- No. 33 3 oz. Liquid Paste, Handy Desk Jar, complete with brush..\$16.00 per gross
- No. 73 Pint, Liquid Paste.....\$10.20 per doz.
- No. 83 Quart, Liquid Paste..\$15.00 per doz.
- No. 93 Gallon, Liquid Paste..\$4.50 per gal.
- No. 21 Mucilage in handy emerald glass bottle with spreader top..\$16.00 per gross
- No. 41 Mucilage in handy emerald glass bottle with spreader top.....\$3.25 per doz.
- No. 61 6 oz. Mucilage, Office Jar, Interior brush and shield.....\$4.85 per doz.
- No. 71 Pint Mucilage in glass bottle\$10.20 per doz.
- No. 81 Quart Mucilage in glass bottle\$15.00 per doz.
- No. 91 Gallon Mucilage in glass jug\$4.50 per gal.

- No. 71 PINT \$.85
- No. 81 QUART 1.25
- No. 91 GALLON 4.50



No. 21.....10c



No. 41.....25c



- No. 33 3 OZ. \$.10
- No. 73 PT. .85
- No. 83 QT. 1.25
- No. 93 GAL. 4.50



Dry-Proof Desk Sets

No. 3
DESK PEN

No. 5
DESK PEN

No. 74
DESK PEN

No. 75
DESK PEN

N138

N138 GMIMO. Bronze finish lamp with Ivory Shade, brown socket. 3 1/2 x 5 inches, height over all 10 inches. With LIFETIME pen \$12.50.

SLD
PENCIL

SHEAFFER'S DRY-PROOF DESK SETS

The skill of outstanding designers has been utilized to make the 1937 Dry-Proof desk set line particularly appealing to gift buyers. In the following pages you will find desk sets to meet every taste, whether modernistic or conservative. When you stock this line, you are certain of its ready acceptance by your trade. There are no "over-designed" sets.

Suggest Dry-Proof desk sets for bridge prizes, wedding gifts, birthdays or other anniversaries, Christmas gifts, and to students, office workers, and those adding the "finishing touches" to the home.

Remember the invention of the desk set enlarged your sales of office equipment, creating brand new pen volume. The endless reach-and-dip of old-fashioned pens consumes days, weeks, in a year, making Sheaffer desk sets an important office economy.

The revolutionary Dry-Proof socket makes these sets the most efficient obtainable. A half turn of the pen in the socket firmly locks it, sealing out all air. But, whether the pen is locked or unlocked, it is nevertheless air-sealed. Locking the pen does not push it further into the socket; it merely insures that it cannot come away from the air-sealing shoulder until the user is ready for it. Thus the pen may be locked at night, and the set stored away in a desk drawer, with full assurance that it will write instantly when put into use the following morning. Thus the Dry-Proof socket eliminates the major fault of desk sets of the past — drying out of the pen.

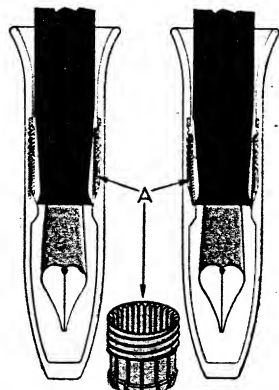
SHEAFFER'S Dry-Proof desk sets are supplied with one of four pens—(1) the AUTOGRAPH LIFETIME for facsimile engraving (see page 2), the No. 75 desk pen BALDA, (2) the LIFETIME No. 74 desk pen ZYUBL, (3) the No. 5 desk pen ZYUBS, and (4) the No. 3 desk pen ZYUBW. The above pens with the exception of the AUTOGRAPH LIFETIME are available in green and brown as well as black. The AUTOGRAPH LIFETIME desk pen is available in black only. All desk set bases are shipped complete with pens, each of the proper color to match the base, but if it is necessary to order desk pens separately for replacement purposes, the price of the No. 75 desk pen is \$15.00, No. 74 desk pen \$8.00, No. 5 desk pen \$5.00 and the No. 3 desk pen \$3.00. SHEAFFER desk sets are also available with the black AUTOGRAPH desk pencil, the SLD5 desk pencil BALDA at \$13.50 or the SLD desk pencil ZYBUX \$5.00.

P085 GNODA. Black and Chromium lamp. Base 6 inches in dia., height over all 12 inches. With No. 5 pen \$12.50.

P088 the same as above with LIFETIME pen \$15.00.

R148 GRUGA. Bronze lamp with copper trim. Base 5 1/4 inches dia., height over all 12 inches. With LIFETIME pen \$15.00.

The lamps on this page shown with LIFETIME pens (except P088) are also available with AUTOGRAPH LIFETIME pens for facsimile signature engraving at \$8.00 additional.



TURNING PEN TO THE RIGHT FORCES FLUTED SLEEVE* INTO LOCKING POSITION MAKING AIR-TIGHT SEAL BY FIRMLY PRESSING PEN AGAINST SOCKET SEAT



P085



R148



F163



F133

F133 GBAZE. Colored Pedrara Onyx with brown Bakelite disc, brown socket. 3 1/2 inches dia. With No. 3 Pen \$5.00.



F083

F163 GBIWO. Black and gold Italian marble. 3 1/2 inches dia. With No. 3 Pen \$5.00.

F083 PIVBE. Black and gold Italian marble with gold trim. 2 3/8 x 3 inches. With No. 3 Pen \$5.00.



F113

F173 GBOVA. Black Bakelite with gold trim. 3 inches dia. With No. 3 Pen \$5.00.



F173

F113 CABIP. Colored Pedrara Onyx with gold trim. 3 1/2 inches dia. With No. 3 Pen \$5.00.

F153 GBEXI. Black and gold Italian marble with gold trim. 3 1/2 inches dia. With No. 3 Pen \$5.00.



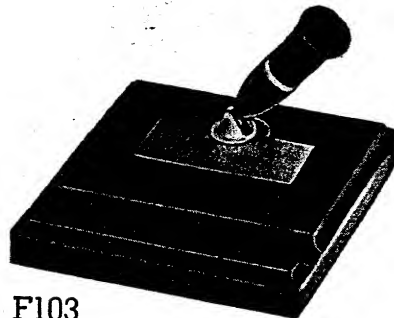
F153

F063 PISIC. Black Bakelite with Chromium trim. 3 1/2 inches dia. With No. 3 Pen \$5.00.



F063

F103 SABNA. Black Radite with pencil groove, and gold name plate. 3 3/4 x 3 3/4 inches. With No. 3 Pen \$5.00.



F103

F013 BUBYG. Colored Yavapai Onyx with brown socket. 3 1/2 inches dia. With No. 3 Pen \$5.00.

F043 POKUT. Brown Bakelite with gold trim, brown socket. 3 1/2 inches dia. With No. 3 Pen \$5.00.



F013

All Desk Sets on this page also available with No. 5 Pen \$7.00. With LIFETIME Pen \$9.50.



F043



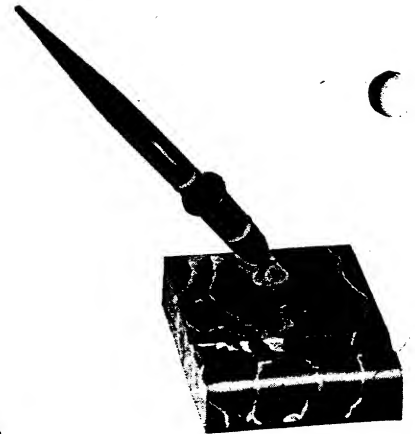
G155

G155 GFALO. Green Bakelite with gold trim. $3\frac{1}{4}$ inches dia. With No. 5 Pen \$7.50.



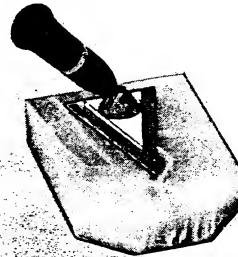
G135

G135 GDONA. Black Bakelite with satin finish silver trim. $3\frac{1}{2}$ inches dia. With No. 5 Pen \$7.50.



G095

G095 GBUTU. Black and gold Italian marble with pencil groove. $3 \times 3\frac{1}{2}$ inches. With No. 5 Pen \$7.50.



G075

G075 PIVBU. Colored Pedrara Onyx, with silver and gold triangles. $2\frac{1}{2} \times 3\frac{1}{2}$ inches. With No. 5 Pen \$7.50.



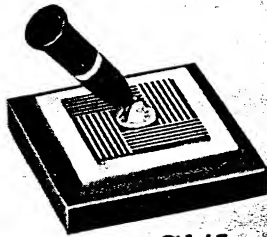
G125

G125 GDIPU. Black and gold Italian marble with gold triangles. $3\frac{1}{2}$ inches dia. With No. 5 Pen \$7.50.



G105

G105 GDASI. Brown Bakelite with gold trim, brown socket. $3\frac{1}{4} \times 3\frac{1}{4}$ inches. With No. 5 Pen \$7.50.



G145

G145 GDUME. Black Bakelite with satin finish silver trim. 3×3 inches. With No. 5 Pen \$7.50.

G115 GDERO. Black and gold Italian marble with gold trim. $2\frac{1}{4} \times 4\frac{1}{8}$ inches. With No. 5 Pen \$7.50.



G115

G085 PIVBY. Colored Pedrara Onyx with gold trim, brown socket. $2\frac{1}{4} \times 4\frac{1}{8}$ inches. With No. 5 Pen \$7.50.



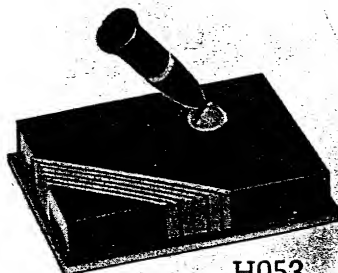
G085

H063 GFIIA. Black and gold Italian marble with gold trim. $2\frac{1}{4} \times 5$ inches. With No. 3 Pen \$7.50.

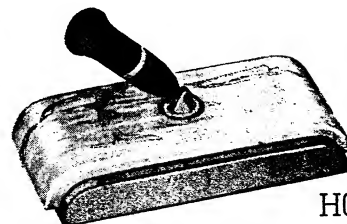
H053 GFENU. Black Bakelite with gold trim. $3\text{-}\frac{3}{16} \times 4\text{-}\frac{3}{16}$ inches. With No. 3 Pen \$7.50.



H063



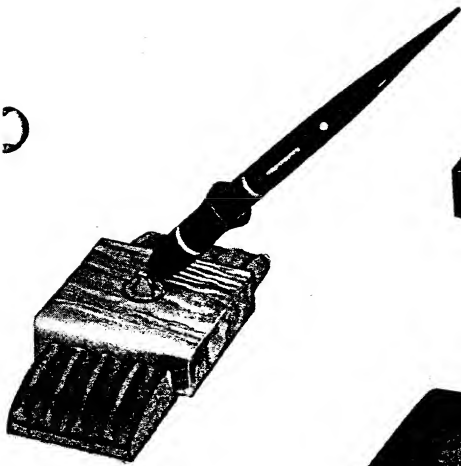
H053



H043

H043 PIVFO. Colored Pedrara Onyx with gold trim, brown socket. $4\frac{1}{2} \times 2\frac{1}{2}$ inches. With No. 3 Pen \$7.50.

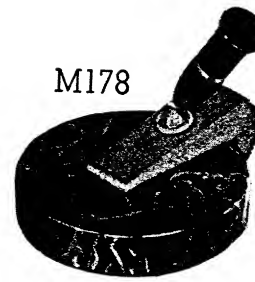
All "G" line Desk Sets also available with LIFETIME Pen \$10.00. All "H" line Desk Sets also available with No. 5 Pen \$9.50. With LIFETIME Pen \$12.00.



M108



M038



M178

M178 GZIPE. Black and gold Italian marble with gold trim. 3 1/2 inches dia. With LIFETIME Pen \$10.00.



M138

M038 PIVHU. Black and gold Italian marble with pencil groove. 4 x 4 inches. With LIFETIME Pen \$10.00.

M108 PIVKU. Colored Pedrara Onyx with satin gold trim. 5 3/8 x 2 1/2 inches. With LIFETIME Pen \$10.00.



M168

M138 GLITE. Black Carrara with gold trim. 3 1/2 inches dia. With LIFETIME Pen \$10.00.

M148 GLOSU. Blue Mirror with gold trim. 3 1/2 inches dia. With LIFETIME Pen \$10.00.



M148

M168 GZEMO. Black Carrara with gold trim. 3 3/8 inches dia. With LIFETIME Pen \$10.00.

M018 PIVHI. Black Carrara with gold trim. 3 1/2 inches dia. With LIFETIME Pen \$10.00.



M128

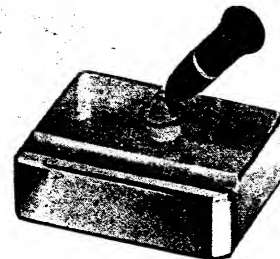
M128 GLEVI. Brown Spanish Onyx with gold trim. 3 1/2 inches dia. With LIFETIME Pen \$10.00.



M018

M188 GZUTI. Gold Mirror. 2 3/4 x 3 1/4 inches. With LIFETIME Pen \$10.00.

M158 GLURO. Gun Metal mirror with gold trim. 3 3/8 inches dia. With LIFETIME Pen \$10.00.



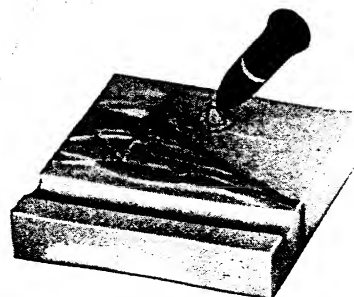
M188

M118 GLAWA. Yavapai Onyx with pencil groove, brown socket. 4 x 4 inches. With LIFETIME Pen \$10.00.



M198

M198 GZORU. Black Carrara with gold name plate and trim. 3 x 3 1/2 inches. With LIFETIME Pen \$10.00.



M118



M158

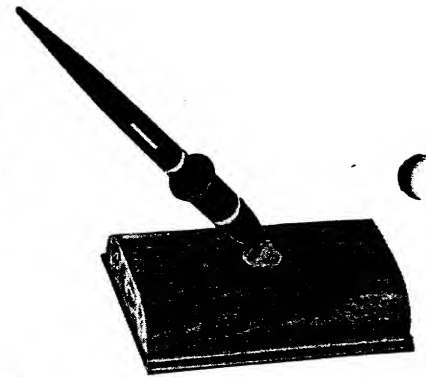
All Desk Sets on this page also available with AUTOGRAPH LIFETIME Pen for signature facsimile engraving (see page 14) at \$8.00 additional.

L095 GKADU. Black and gold Italian marble with gold trim, name plate. 4 1/2 x 2 inches. With No. 5 Pen \$10.00.



L095

L115 GKIBE. Brown grained Bakelite with gold trim, brown socket. 4 x 3 3/8 inches. With No. 5 Pen \$10.00.



L115

L125 GKOZI. Black and gold Italian marble with gold trim. 4 1/2 x 2 1/2 inches. With No. 5 Pen \$10.00.



L125

L055 PIVGY. Colored Pedrara Onyx with gold trim, brown socket. 2 3/4 x 4 1/2 inches. With No. 5 Pen \$10.00.



L055

L105 GKECA. Black and gold Italian marble with gold trim. 3 3/8 x 3 1/4 inches. With No. 5 Pen \$10.00.



L105

L085 GFUFI. Black Carrara with gold trim. 3 3/8 inches dia. With No. 5 Pen \$10.00.



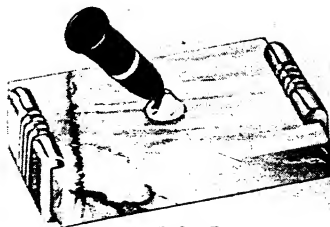
L085

L015 CABUM. Black Bakelite with Chromium trim. 6 x 3 1/4 inches. With No. 5 Pen \$10.00.



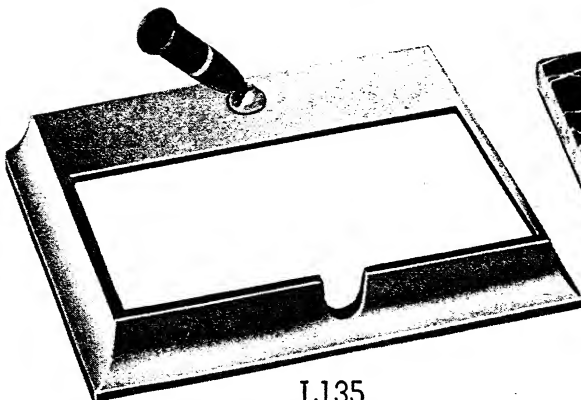
L015

L075 PIVHE. Colored Pedrara Onyx with Chromium trim. 3 x 4 1/2 inches. With No. 5 Pen \$10.00.



L075

L135 GKUXO. Rubbed bronze finish Memo. Pad. 7 x 6 inches. Pad size 4 x 6 inches. With No. 5 Pen \$10.00.



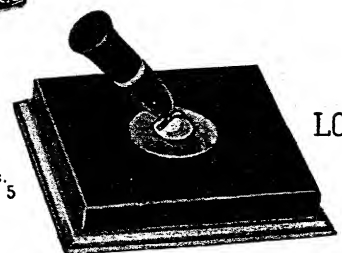
L135

K053 GFOGE. Black and gold Italian marble with gold trim. 7 x 3 3/4 inches. With No. 3 Pen \$10.00.



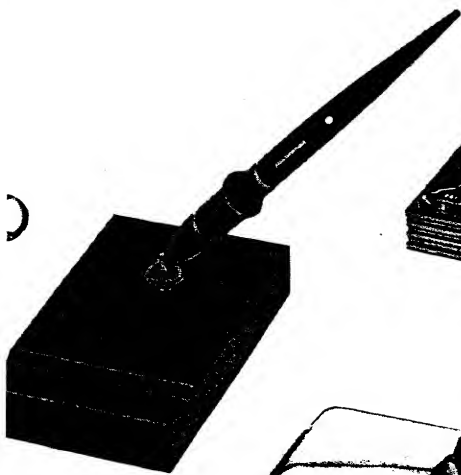
K053

L045 PIVGU. Black Carrara with gold trim. 4 x 4 inches. With No. 5 Pen \$10.00.



L045

All "L" line Desk Sets also available with LIFETIME Pen \$12.50. The "K" line Desk Set also available with No. 5 Pen \$12.00. With LIFETIME Pen \$14.50.



N018



N168

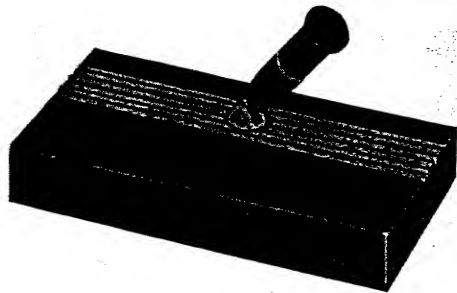
N168 GNAHI. Black and gold Italian marble with gold trim. $5\frac{1}{4} \times 3\frac{1}{4}$ inches. With LIFETIME Pen \$12.50.



N148

N018 CADYB. Black Carrara with pencil groove. 3×5 inches. With LIFETIME Pen \$12.50.

N148 GMOLU. Colored Pedrara Onyx with gold trim, brown socket. $5\frac{1}{2} \times 3\frac{1}{4}$ inches. With LIFETIME Pen \$12.50.



N178

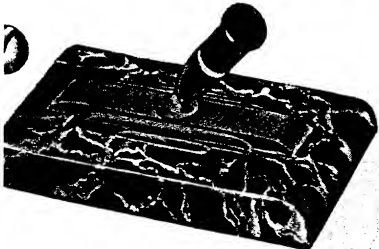
N058 PIVLE. Colored Pedrara Onyx with gold trim. $3 \times 5\frac{1}{4}$ inches. With LIFETIME Pen \$12.50.



N058

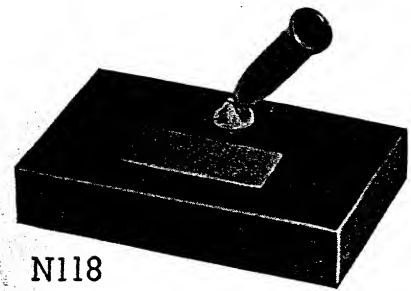
N178 GNEGO. Green Bakelite with gold trim, green socket. 3×6 inches. With LIFETIME Pen \$12.50.

N118 GMAPE. Black Carrara with gold name plate. 3×5 inches. With LIFETIME Pen \$12.50.



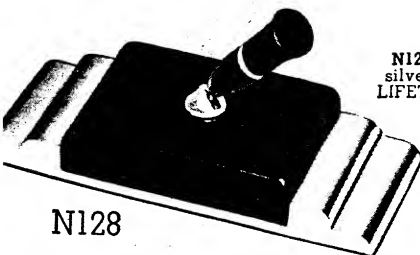
N188

N188 GNIFU. Black and gold Italian marble with gold trim. $3 \times 5\frac{1}{4}$ inches. With LIFETIME Pen \$12.50.



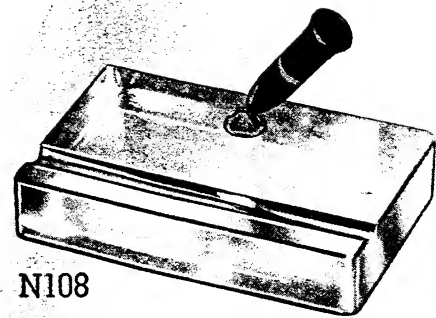
N118

N108 CABAF. Gold Mirror with pencil groove. $5\frac{3}{8} \times 3\frac{1}{4}$ inches. With LIFETIME Pen \$12.50.



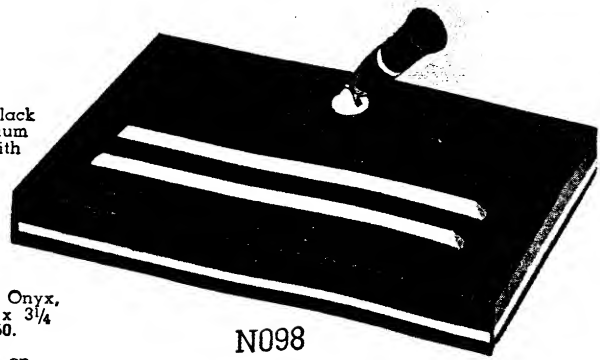
N128

N128 GMENI. Black Carrara with satin silver base. $2\frac{1}{2} \times 6$ inches. With LIFETIME Pen \$12.50.



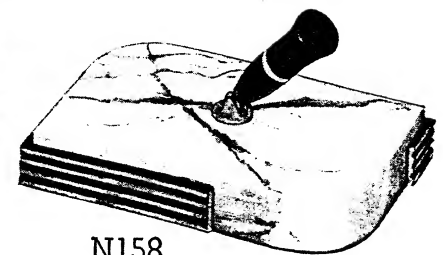
N108

N098 PIVME. Inlaid Black Formica with chromium trim. $5 \times 7\frac{1}{2}$ inches. With LIFETIME Pen \$12.50.



N098

N158 G穆KA. Colored Pedrara Onyx, bronze trim, brown socket. $5\frac{1}{4} \times 3\frac{1}{4}$ inches. With LIFETIME Pen \$12.50.



N158

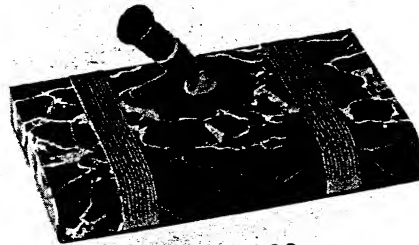
All of the Gold Trimmed Desk Sets on this page are obtainable with AUTOGRAPH LIFETIME Pen for signature facsimile engraving (see page 14) or \$8.00 additional.

R108 GRABU. Black and gold Italian marble with gold trim. $6\frac{1}{4} \times 3\frac{3}{8}$ inches. With LIFETIME Pen \$15.00.



R058

R058 PIVIX. Black Carrara with pencil groove. $6\frac{3}{4} \times 5\frac{1}{4}$ inches. With LIFETIME Pen \$15.00.



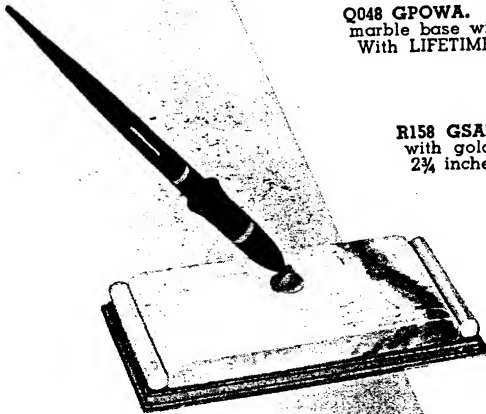
R108



Q048

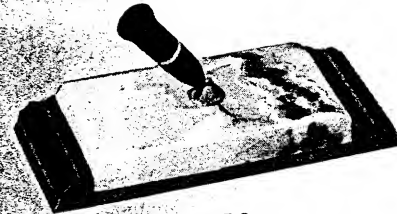
Q048 GPOWA. Black and gold Italian marble base with clock. $7 \times 3\frac{3}{4}$ inches. With LIFETIME Pen \$17.50.

R158 GSAHO. Colored Pedrara Onyx with gold trim, brown socket. $6\frac{1}{4} \times 2\frac{3}{4}$ inches. With LIFETIME Pen \$15.00.



P015

P015 PIVMI. Colored Pedrara Onyx with satin silver and gold trim, brown socket. $3\frac{1}{4} \times 6\frac{1}{4}$ inches. With No. 5 Pen \$12.50.
P018 same as above with LIFETIME Pen \$15.00.



R158

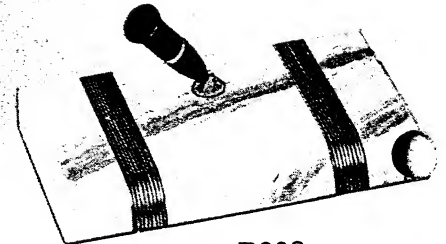
R068 PIVOX. Colored Pedrara Onyx with bronze trim, brown socket. $6\frac{1}{4} \times 3\frac{3}{8}$ inches. With LIFETIME Pen \$15.00.

P035 PIVMU. Black Carrara with gold trim. $3\frac{1}{4} \times 6\frac{1}{4}$ inches. With No. 5 Pen \$12.50.
P038 same as above with LIFETIME Pen \$15.00.



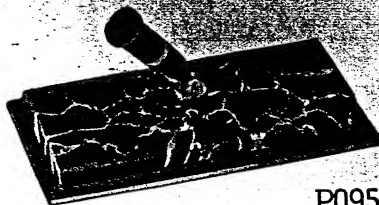
P035

R138 GROFI. Black and gold Italian marble with gold pencil grooves. $7 \times 4\frac{1}{2}$ inches. With LIFETIME Pen \$15.00.



R068

P095 GNUCE. Black and gold Italian marble with gold trim. $3\frac{1}{2} \times 6$ inches. With No. 5 Pen \$12.50.
P098 same as above with LIFETIME Pen \$15.00.



P095

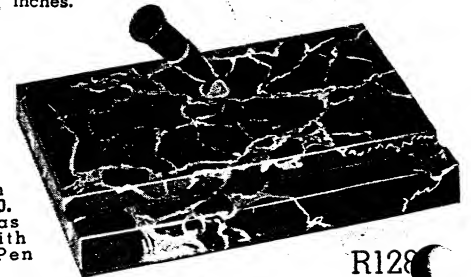
R128 GRIDE. Black and gold Italian marble with pencil groove. $6\frac{3}{4} \times 5\frac{1}{4}$ inches. With LIFETIME Pen \$15.00.

R118 GRECO. Colored Pedrara Onyx with pencil groove, brown socket. Same as R128 except for material. $6\frac{3}{4} \times 5\frac{1}{4}$ inches. With LIFETIME Pen \$15.00.



R138

P045 PIVMY. Colored Pedrara Onyx with satin silver and gold trim, brown socket. $3\frac{7}{8} \times 4\frac{7}{8}$ inches. With No. 5 Pen \$12.50.
P048 same as above with LIFETIME Pen \$15.00.



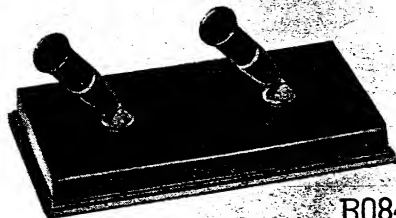
R128

R084 PIVYX. Black Carrara with gold trim. $6\frac{1}{4} \times 3\frac{1}{4}$ inches. With two No. 3 Pens \$15.00.

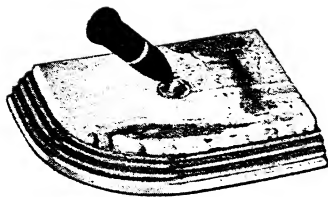
R086 same as above with two No. 5 Pens \$19.00.

R089 same as R084 with two LIFETIME Pens \$23.50.

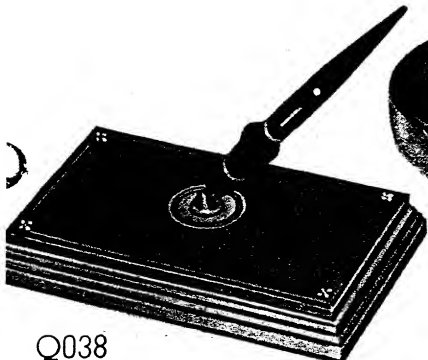
Desk Sets shown with LIFETIME Pen also available with AUTOGRAPH LIFETIME Pen for facsimile engraving (see



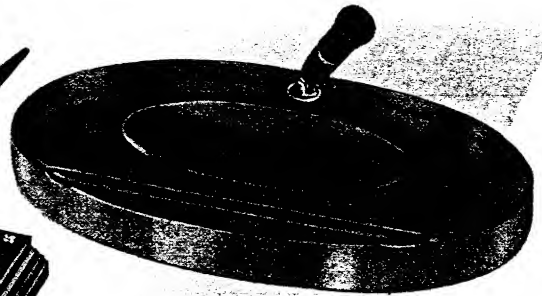
R084



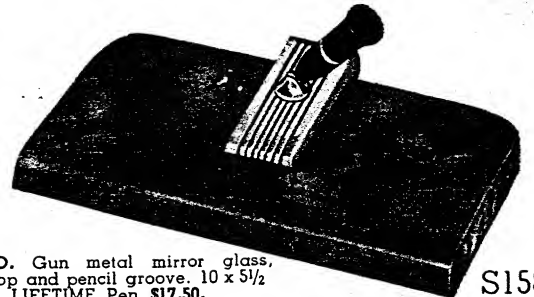
P045



Q038



Q018



S158

S158 GSUNE. Green Brazilian Onyx with gold trim. 8 x 4 1/2 inches. With LIFETIME Pen \$20.00.

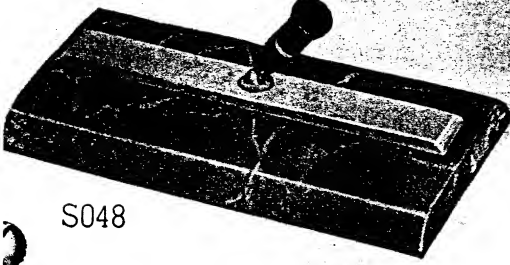
Q018 GPABO. Gun metal mirror glass, with pin scoop and pencil groove. 10 x 5 1/2 inches. With LIFETIME Pen \$17.50.



Q028

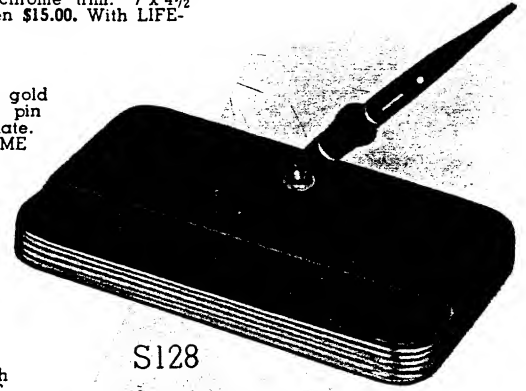
Q038 GPIXU. Gun metal mirror glass with gold trim. 7 x 4 1/2 inches. With LIFETIME Pen \$17.50.
R045 CABYN. Same as above except mirror glass on satin chrome trim. 7 x 4 1/2 inches. With No. 5 Pen \$15.00. With LIFETIME Pen \$17.50.

Q028 GPEZO. Black and gold Italian marble base with pin scoop and gold name plate. 4 1/2 x 7 inches. With LIFETIME Pen \$17.50.



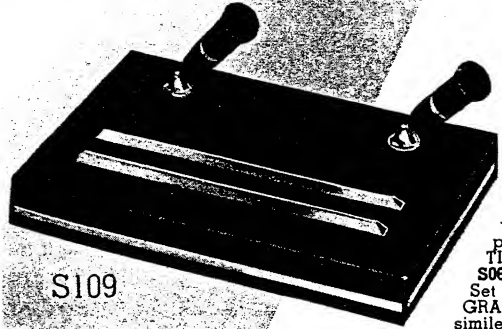
S048

S128 GSEKI. Black Carrara with gold trim. 8 x 5 inches. With LIFETIME Pen \$20.00.



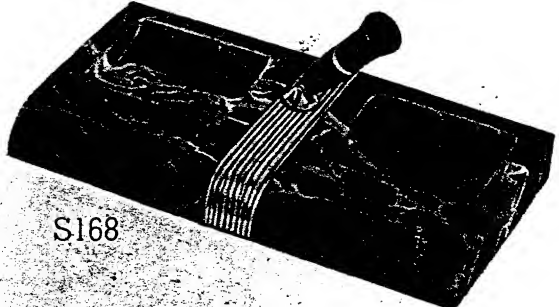
S128

S048 PIVEZ. Green Brazilian Onyx with gold trim. 4 1/2 x 8 inches. With LIFETIME Pen \$20.00.



S109

S168 GTAPE. Black and gold Italian marble with two pin scoops, gold trim. 8 x 4 1/2 inches. With LIFETIME Pen \$20.00.



S168

S109 PIXER. Inlaid black Formica with chromium trim. 5 x 7 1/2 inches. With two LIFETIME Pens \$20.00.

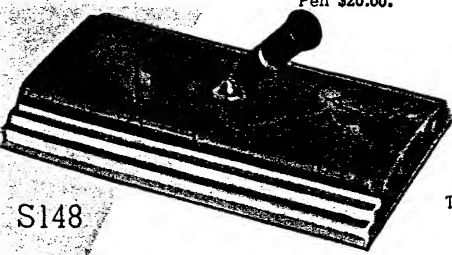
S068 PIXRA. Black Carrara with pin scoop and gold name plate. 6 x 9 inches. With LIFETIME Pen \$20.00.

S061 GOBER. Same as Desk Set above with one AUTOGRAPH LIFETIME Pen for facsimile signature engraving (see page 14) \$28.00.



S068

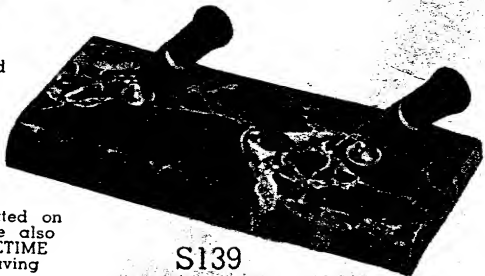
S038 CABEL. Green Brazilian Onyx with gold trim. 8 x 4 1/2 inches. With LIFETIME Pen \$20.00.



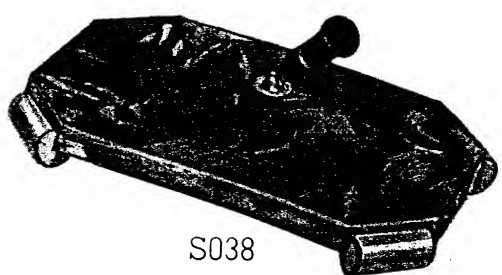
S148

S148 GSOMA. Green Brazilian Onyx with gold trim. 7 x 4 inches. With LIFETIME Pen \$20.00.

S139 GSILO. Black and gold Italian marble. 7 x 3 3/4 inches. With two LIFETIME Pens \$20.00.



S139



S038

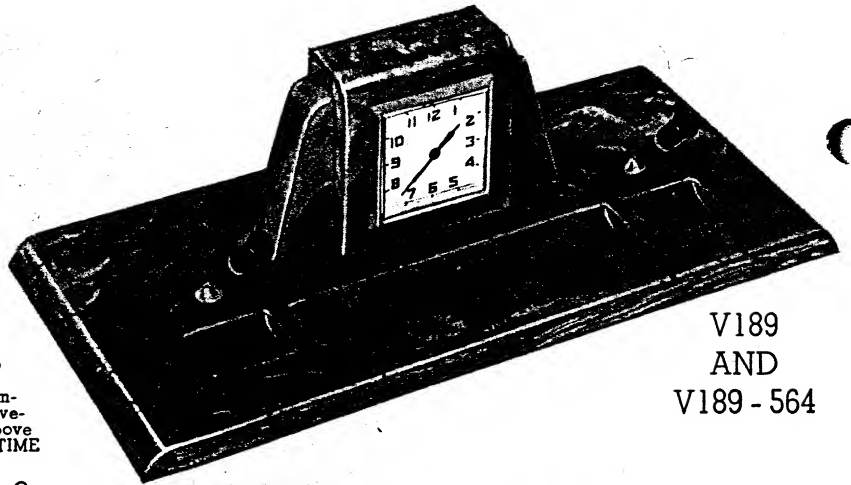
The Gold Trim Desk Sets illustrated on this page with LIFETIME Pens are also available with AUTOGRAPH LIFETIME Pens for facsimile signature engraving (see page 14) at \$8.00 additional per pen.

T109 GTOTE. Colored Pedrara Onyx with two pencil grooves. 8 x 4 3/4 inches. Base ONLY, without clock, with TWO LIFETIME Pens \$25.00.
T108-562 GODAS. Base and clock combination as illustrated below with one LIFETIME Pen \$31.50.



**T109
AND
T108-562**

T099 GTISU. Black and gold Italian marble. Same as T109 except material. 8 x 4 3/4 inches. Base only with two LIFETIME Pens \$25.00.
T098-565 GOFIT. Base and clock combination with Seth Thomas 8-day movement. Same as T108-562 shown above except material. With one LIFETIME Pen \$31.50.



**V189
AND
V189-564**

V189 GXOKE. Green Brazilian Onyx with pencil groove and two pin scoops. 19 x 9 inches. Base only with two LIFETIME Pens \$100.00.

V189-564 GOGOW. Base and clock combination as illustrated with two LIFETIME Pens \$150.00.

V029 CABOL. Green Brazilian Onyx. 10 x 5 inches. With two LIFETIME Pens \$30.00.

V029-560 GOKUX. Base and clock (as shown on V099) combination with two LIFETIME Pens \$50.00.

V159 GVOBA. Black and gold Italian marble with two pin scoops and gold name plate. 18 x 9 inches. Base only with two LIFETIME Pens \$50.00.

V159-559 GOLAZ. Base and clock combination with Seth Thomas 8-day movement as illustrated with two LIFETIME Pens \$67.50.

V039 CABAP. Black Carrara with gold trim. 10 x 7 inches. Base only with two LIFETIME Pens \$35.00.

V039-561 GOMEB. Same base as V039 with clock (as shown on V089 base). With two LIFETIME Pens \$52.50.

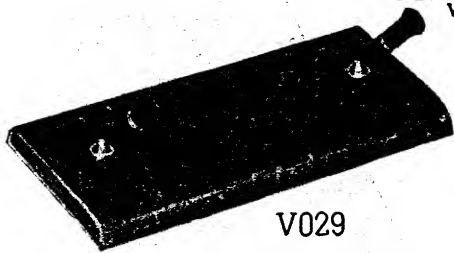
T018 PIXYK. Green Brazilian Onyx with pin scoop. 6 x 9 inches. With LIFETIME Pen \$25.00.

V050 BUBED. Green Brazilian Onyx with scoop. 12 x 6 inches. Base only with LIFETIME Pen and SLD Pencil \$35.00.

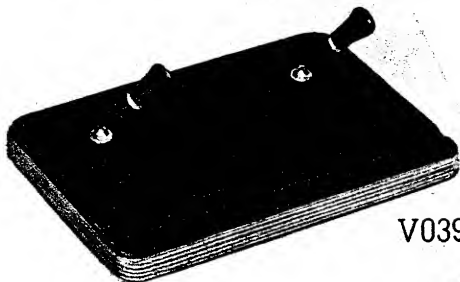
V050-560 GONIC. Base and clock (as shown on V069 base) combination with LIFETIME Pen and SLD Pencil \$55.00.

V099 BUBUF. Green Brazilian Onyx with pin scoop. 19 x 8 inches. Base only with two LIFETIME Pens \$65.00.

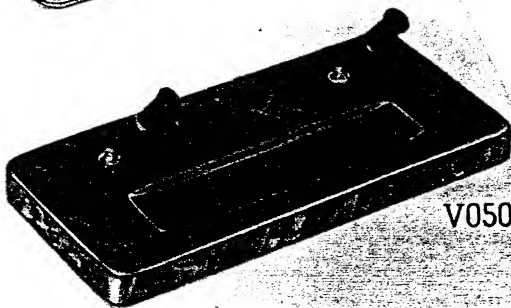
V099-560 GOPUD. Base and clock combination with Seth Thomas 8-day movement as illustrated with two LIFETIME Pens \$85.00.



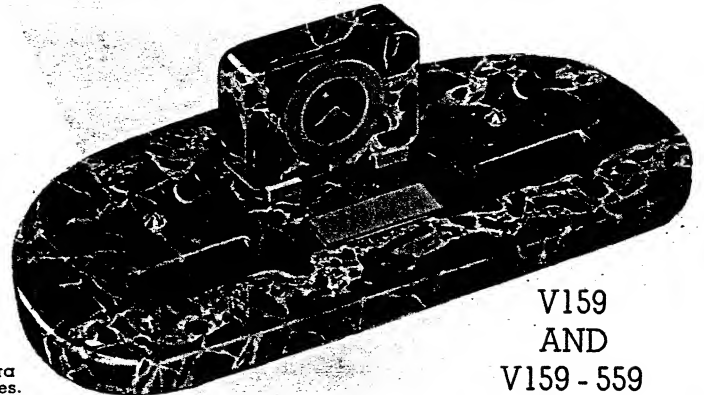
V029



V039



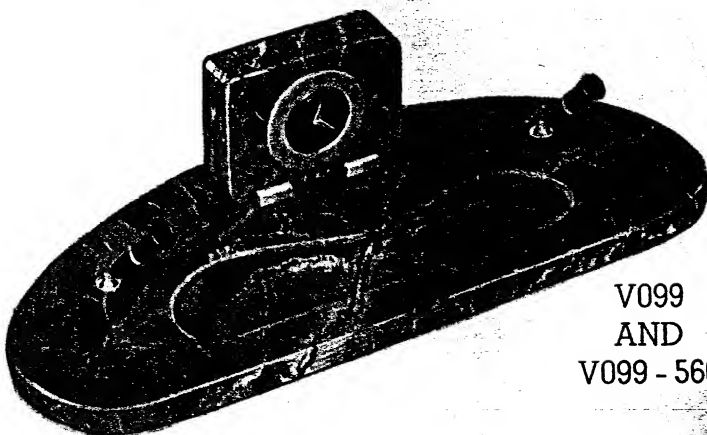
V050



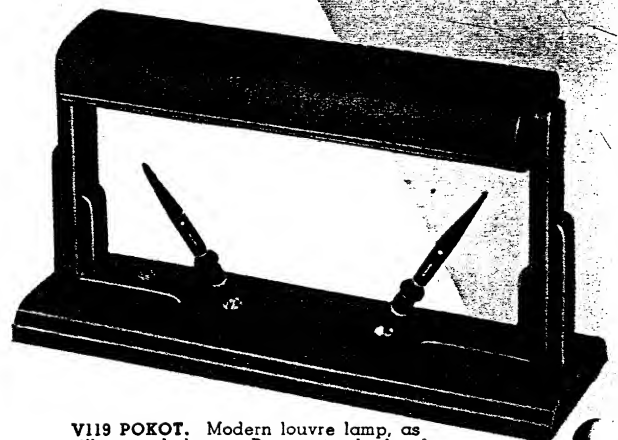
**V159
AND
V159-559**



T018



**V099
AND
V099-560**

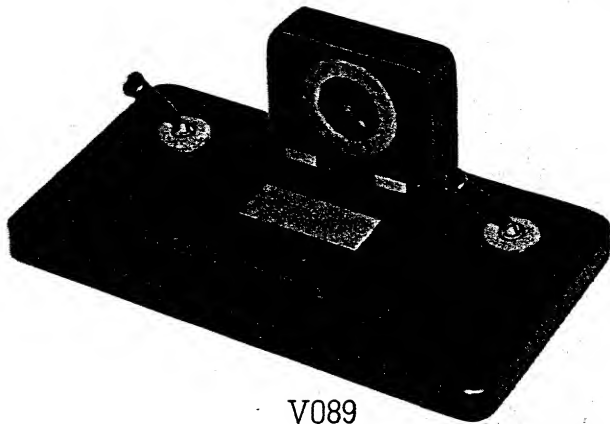


V119 POKOT. Modern louvre lamp, as illustrated above. Bronze standard and shade mounted on hand-tooled leather base. 15 x 5 1/2 inches with over all height 9 1/2 inches. Brown sockets. With two LIFETIME Pens \$50.00.
V108 POGAM. Same as V119 except that it is furnished with one LIFETIME Pen at \$40.00.

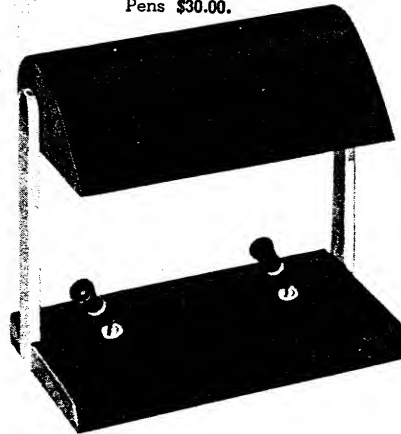
V119

The Desk Sets illustrated on this page with LIFETIME Pens are also available with AUTOGRAPH LIFETIME Pens for

T076 GVAZI. Black lamp with chromium trim inlaid black Formica base. 10 x 5 inches, with over all height 10 inches. With two No. 5 Pens \$25.00.
T079 same as above with two LIFETIME Pens \$30.00.

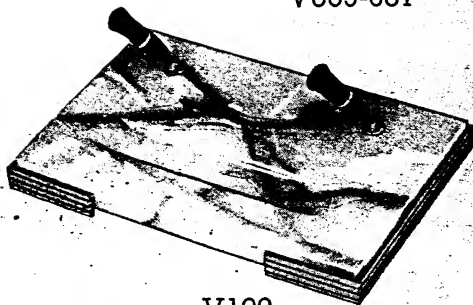


V089
AND
V089-561



T076

V089 CABEP. Black Carrara with pencil scoop and gold name plate. 8 x 14 inches. Base only with two LIFETIME Pens \$40.00.
V082 GFORE. Same as above with two AUTOGRAPH LIFETIME Pens for facsimile signature engraving (see page 14) \$56.00.



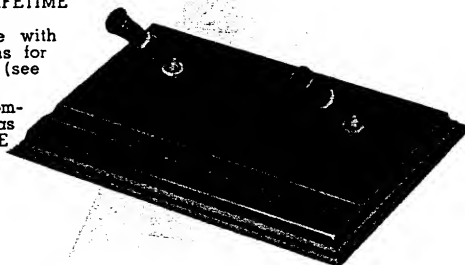
V199

V089-561 GFUSA. Base and clock combination as shown with Seth Thomas 8-day movement. With two LIFETIME Pens \$57.50.

V082-561 GFITE. Same as above with two AUTOGRAPH LIFETIME Pens for facsimile signature engraving (see page 14) \$73.50.

T119 GFENA. Black Carrara with gold trim. 9 1/2 x 6 1/2 inches. With two LIFETIME Pens \$25.00.

V199 GXULI. Colored Pedrara Onyx with pencil groove, gold trim. 7 x 10 inches. With two LIFETIME Pens \$30.00.



T119

T047 RADBO. Black Carrara with pin scoop and pencil groove. 10 x 5 3/4 inches. With No. 5 Pen and SLD Pencil \$25.00.

T049 same as above with two LIFETIME Pens \$30.00.

V169 GXADO. Black and gold Italian marble. 9 3/4 x 5 3/8 inches. Base only with two LIFETIME Pens \$30.00.

V169-563 GFAMI. Base and clock combination as shown with Seth Thomas 8-day movement. With two LIFETIME Pens \$45.00.

V179 GXIHA. Colored Pedrara Onyx. Same as V169 except material. 9 3/4 x 5 3/8 inches. Base only with two LIFETIME Pens \$30.00.

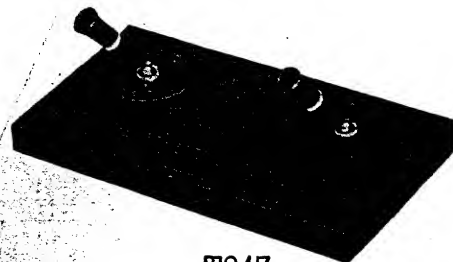
V179-566 VAFUR. Same as V169-563 with clock, as shown except material. With two LIFETIME Pens \$45.00.

T087 GTERI. Black Carrara with gold trim. 8 x 5 inches. With No. 5 Pen and SLD Pencil \$25.00.

T089 same as above with two LIFETIME Pens \$30.00.

V069 BUBEF. Green Brazilian Onyx with pencil scoop. 14 x 8 inches. Base only with two LIFETIME Pens \$50.00.

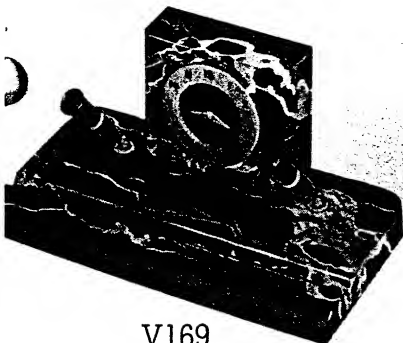
V069-560 GFYPO. Base and clock combination as illustrated with Seth Thomas 8-day movement. With two LIFETIME Pens \$70.00.



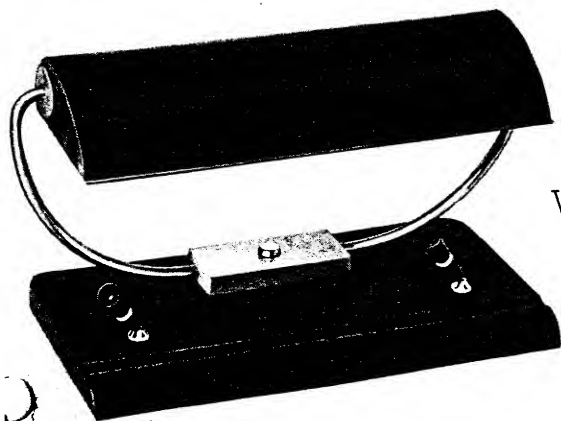
T047



T087



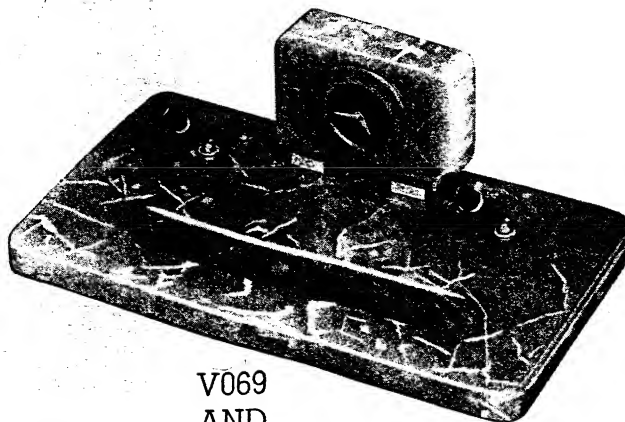
V169
AND
V169-563



V079

V079 CABON. Black and chromium lamp, black Carrara base with pencil groove. 8 x 14 x 8 inches high. With two LIFETIME Pens \$50.00.

All Gold Trimmed Desk Sets shown with LIFETIME Pens also available with AUTOGRAPH LIFETIME Pens for facsimile signature engraving (see page 14) \$8.00 additional per pen.



V069
AND
V069-560

PENCIL *Skrip*

THE SUCCESSOR TO INK



Smoother, stronger, blacker



Pencil-SKRIP, Successor to Leads, are the finest leads you can sell your customer. They are stronger, smoother, blacker than ordinary leads. They are wax impregnated, not merely wax coated. This makes them smoother to write with, more intense in color and stronger.

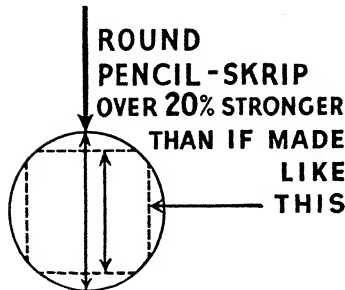
Pencil-SKRIP leads are round in shape, not square. This makes them longer lasting because they have more material in them. It also makes them stronger, as the diagram on this page shows.

In spite of these superiorities, Sheaffer packs 25 sticks of black leads in a beautiful bakelite container at 15c. This makes Pencil-SKRIP an exceptional retail value.

Remember, Sheaffer's Pencil-SKRIP fits practically all mechanical pencils of which there are millions in use. Displayed on your counter they will sell readily to the millions of Sheaffer pencil users who prefer Sheaffer leads in their Sheaffer pencils. Always display Sheaffer Pencil-SKRIP and Sheaffer's Erasers prominently on your counter, because they have a powerful reminder value and help to create extra sales for you. Always suggest Pencil-SKRIP and Sheaffer Erasers with each sale of a pen, pencil, ensemble set or SKRIP, Successor to Ink.

The following grades of Pencil-Skrip are carried in stock:

	<u>List</u>
Special HB (Special Smooth Medium), 25 sticks per box.....	15c each
B (Soft), 25 sticks per box.....	15c each
2B (Very Soft), 25 sticks per box.....	15c each
3B (Extra Soft), 25 sticks per box.....	15c each
F (Firm Medium), 25 sticks per box.....	15c each
H (Hard Medium), 25 sticks per box.....	15c each
2H (Hard), 25 sticks per box.....	15c each
3H (Very Hard), 25 sticks per box.....	15c each
4H (Extra Hard), 25 sticks per box.....	15c each
Indelible, 12 sticks per box.....	15c each
Red Crayon, 12 sticks per box.....	15c each
Blue Crayon, 12 sticks per box.....	15c each
Green Crayon, 12 sticks per box.....	15c each
4-inch Special HB Pencil-SKRIP, 9 sticks per box.....	15c each
Industrial package, 144 sticks per box. Grades: Special HB, 2B, 3B, F, H, 2H, 3H.....	70c each
Industrial package, 144 sticks per box, Indelible, Red Crayon, Blue Crayon and Green Crayon.....	\$1.50 each



Erasers

Regular Erasers (standard Sheaffer Eraser), 3 in a tube.....	10c per tube
Oversize Erasers (for flat cap Titan pencils), 3 in a tube.....	10c per tube
Golf Erasers (for Combination and Golf pencils), 6 in a tube.....	10c per tube
Erasers for LL Pencil, 3 in a tube.....	10c per tube
Any Eraser if purchased separately.....	5c each

Deal With The Leader and Be One

This catalog includes all Sheaffer developments down to date. The merchandise shown includes Sheaffer's famous "7" features:

1. Lifetime Guarantee. 2. Two-way platinum-channeled Feathertouch point. 3. Streamlined Balance design. 4. Visible Skrip supply in both lever and vacuum type pens. 5. One-stroke filling, emptying, cleaning. 6. Large capacity. Pens take in over 400% more Skrip per stroke than multiple-stroke pens. 7. Dry-proof, air-sealed points in both desk and pocket pens.

In addition to these improvements, some new developments are presented for the first time in a Sheaffer catalog. These are:

1. **The new gold or sterling capped ensembles.** Gold and precious metals are back in vogue. The experience of the past has shown conclusively, however, that a complete metal pen is not practicable. So Sheaffer has introduced a pen which gives the beauty of natural gold or silver in the pocket, and through the use of Radite on the lower half of the pen, the right writing "feel" when the pen is in use. Ordinary metal constructions are easily dented. This difficulty is overcome in Sheaffer's because of a sturdy interior metal sleeve inside the caps of both pens and pencils. Thus these flashing new ensembles have a beauty and practicability not otherwise obtainable.
2. **Streamlined color designs.** Sheaffer now offers in a full color range the extremely popular streamlined color designs consisting of narrow lengthwise bands of the main color shot through with narrow lengthwise pearl strata. Golden Brown is a warm neutral tone shot through with narrow lengthwise bands of a gleaming golden tone. The new Marine Green, shown for the first time, is the same effect in a rich green tone. Rose-Glow is a warmer Pastel Maroon treated the same way. The Grey Pearl is really a silver pearl. These color designs are such that they emphasize the streamlined Balance of Sheaffer's pens and pencils. They run through the full line so that dealers may trade up from one price range to another without having to change the customer's mind on color.
3. **An entirely new Dry-Proof Desk Set Line for the 1937 fall and holiday trade.** There are over 100 numbers presented at \$5.00

and up, complete with pens, comprising everything the most exacting clientele might desire.

Quality goods sell readily because they do much of the selling themselves. Sheaffer values can neither be concealed nor imitated successfully. When a customer sees a Sheaffer, he recognizes it as super-fine, and when he tries it, he senses the Balance and "feel" that convinces him it is the pen for him to buy.

Reference to this catalog will keep your stock well rounded. You are urged to keep your stock complete. If a customer concludes today that your stock is small or incomplete, then later when he is buying he will surely go where he can select from full stocks.

Sheaffer advertising is geared to the dealer's merchandising at the sales counter. Sheaffer never loses sight of the fact that it is detrimental to dealer profit to trade down — that a small, quick flurry of profit gained on a trade-down never can equal the steady, mounting profit of trading-up. Sheaffer also realizes that people's taste and buying power changes with income. Thus, if you could spread the past five years of Sheaffer's advertising before you, you would be both surprised and pleased to note how Sheaffer's take advantage of the public's buying mood throughout every change in the entire period.

Sales success cannot be denied! Sheaffer's have what the people want! Every week thousands of pens are sold without profit to dealers — but not Sheaffer's! In these times, the wise merchant will tie to Sheaffer, the line that protects price and profit without fear or let-up — will utilize Sheaffer's Merit System and other store-tested plans and promotions that are earning greater profits daily for Sheaffer dealers.

W. A. SHEAFFER PEN COMPANY

FORT MADISON, IOWA, U. S. A.

NEW YORK — CHICAGO — SAN FRANCISCO

Printed in U. S. A. No. 266

SHEAFFER'S FRANCHISE PLAN

Sheaffer's distribution is principally limited to the jewelry, drug, stationery and those departments of department store trade, and Sheaffer's is entirely dependent upon the retailer. For the retailers' benefit and protection, Sheaffer's system of Profit-Sharing Commissions has been worked out.

This is a fair system which assures those dealers who feature Sheaffer merchandise and thereby obtain larger sales, greater remuneration in the form of more profit.

Profit-Sharing Commissions for Volume Purchases are paid as follows:

Yearly Net Purchases	Profit-Sharing Commission
\$ 250 to \$349	5%
\$ 350 to \$499	7½%
\$ 500 to \$749	10%
\$ 750 to \$999	12½%
\$1000 or over	16 2-3%

The above commissions are paid on all Primary Line merchandise, which consists of fountain pens, mechanical pencils and desk sets bearing the Sheaffer trademark purchased at a maximum basic trade discount of 40% from list price. The commission is paid when and if earned, in merchandise at net price, or by credit memorandum to apply on subsequent purchases and not on current account. The normal period for computing Profit-Sharing commissions is from January 1 to December 31 each year. If maximum rebate is earned prior to the end of a year, it will be paid quarterly should a dealer desire and request it.

A dealer who earns a \$50 rebate on \$500 purchases will, at the end of the year, or as soon as his account has been paid, receive a credit memorandum for the \$50. This \$50, to be taken out in merchandise, applies on the volume purchases of the primary line for the following year - so that all of his shipments including the \$50 for which he does not have to pay, figure in his following year's volume for purpose of rebate. This enables the dealer on Sheaffer merchandise to earn an 85% mark-up on every piece of Sheaffer merchandise which comes into his store.

To obtain the 40% basic trade discount, a new account is required to purchase \$50 or more net of primary line merchandise as an opening assortment. This is considered to be a minimum small town requirement to insure sufficient stock to accommodate the needs of the community. In larger towns and cities the requirement should necessarily be increased.

Accounts on Skrip, Skrip-Grip and Lastik are entirely separate from pen, pencil and desk set discounts. They

range as follows:

Orders up to \$35 list	40%
\$35 to \$50 list	40-10%
\$50 and over list	50%

Adhesives ordered with Skrip take same discount as Skrip. A cash discount of 2% is allowed for payment within 10 days on all Sheaffer merchandise. Merchandise purchased from the Wasp Pen Co., Inc., Fort Madison, Iowa, whose accounts are carried by the W. A. Sheaffer Pen Company, is NET 30 days no cash discount.

Policies which have distinguished the dealings of the W. A. Sheaffer Pen Company since its formation, and which greatly enhance the value of the Sheaffer Franchise over any other in the Pen Industry, are listed below for your consideration:

1. To produce only the best and most reliable merchandise for the price asked.
2. No Retail Stores to compete with Retail Dealer. No sales to punch board or premium houses.
3. Most liberal in guarantee.
4. Sheaffer merchandise restricted to drug, jewelry, stationery, department and optical stores.
5. Consumers can buy only from retail dealer at a profit to the dealer. On occasional mail orders from consumers the profit is promptly mailed to the dealer entitled to receive it.
6. Shipments stopped to any dealer not selling according to established policies.
7. A plentiful but not over large variety in the line to assure an assortment giving dealer greater turnover with less investment. The line includes everything needed by the dealer so that other lines are not needed giving the dealer an opportunity to concentrate on Sheaffer's and thereby earn a larger profit on a greater volume.
8. A comprehensive plan of national advertising using four colors and special positions where feasible, reaching 100,000,000 or more readers yearly.

Concentration is the surest road to pen profits. Concentration on the Sheaffer Line reduces pen inventory, quickens stock-turn, increases profit margin. It lessens selling time by eliminating comparisons, makes sales talks more effective. It enables you to say: "I recommend and stock Sheaffer's because I believe, upon investigation, they are the best!" Try it!

SHEAFFER'S

PENS, PENCILS, SKRIP-GRIP, SKRIP, SKRIP-GRIP, DESK SETS, PARA-LASTIK